The Industry's Largest Circulation Trade Weekly

Issue 70 Friday January 28 2000

MCV The Market for Home Computing & Video Games

GRAN TURISMO 2™

THE REAL DRIVING SIMULATOR

Welcome to driving heaven

600 cars. 28 tracks.

It's the sequel to the biggest and best game ever.

It's GT2. It's heaven.

And it's out now.

△○×□	www.playstation.co.uk/GT2
PlayStation®	
DO NOT UNDERESTIMATE THE POWER OF PLAYSTATION	

POLYPHONY DIGITAL

© 1999 Sony Computer Entertainment Inc. Developed by Polyphony Digital Inc. Published by Sony Computer Entertainment Europe. All manufacturers, cars, names, brands and associated imagery featured in this game are trademarks and/or copyrighted materials of their respective owners. All rights reserved. 'PS' and 'PlayStation' are registered trademarks of Sony Computer Entertainment Inc.

9,000 ...that's 3,000 more than our rival
UK & INTERNATIONAL EDITION
The Industry's Largest Circulation Trade Weekly
Issue 70 Friday January 28 2000
MCV
The Market for Home Computing & Video Games

Knut Jochen Bergel takes up the helm at Virgin Interactive's German office

Page 10

Andy Mee becomes sales and marketing director as part of Gameplay shuffle

Page 21

Industry deal-broker Mark Dyne talks to MCV in a rare interview

Pages 18

International 10
Development 12
Appointments 21
New Releases 25
Charts 28
The Supermarket Explosion 14

Sega frustrates consumers

Major survey of Dreamcast owners has revealed that seven out of ten are worried about a shortage of triple-A new releases

CONSUMERS are becoming increasingly concerned about the current lack of triple-A software releases for Dreamcast.

In an MCV-commissioned survey carried out by Games Domain, 738 gamers responded to the question 'Is the Dreamcast already suffering from a lack of releases?'. Some 71 per cent reported that they were indeed concerned by the shortage of new titles for the format.

Retailers have echoed these fears, whilst calling for stronger lines of communication from Sega.

"We've got Tomb Raider coming up, along with titles like Crazy Taxi, Resident Evil and Metropolis Street Racer," said Virgin Megastores' Bart Saunt.

"But the overall lack of new releases is highlighted by the fact that I've got a list of around 230 titles on all formats that are currently scheduled for this year - and less than 20 are for Dreamcast. In addition, Sega is not particularly good at informing us of what is coming up or of what is in development. And if we're not being informed, we can't let our stores know. And they can't pass that on to our customers."

HMV claims that Dreamcast owners are happy with the software portfolio at present.

But the chain is hoping that third party support will increase dramatically in the near future.

Other retailers have pointed to the effect the lack of releases is having on hardware sales - a suggestion which is borne out by last week's figures.

MCV estimates show that the Sega console sold around 2,040 hardware units, only 10 more than N64 at 2,030, and well behind PlayStation's 14,855 sales.

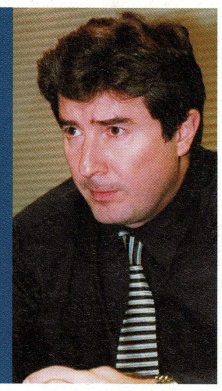
"If you are a consumer, I'd say that you have to look seriously at spending £200 on a console when there are so few major titles currently available or coming up within the next few months," one senior buyer told MCV.

Sega refused to comment.

... as Sega refutes Cecillon quit-talk

SEGA has nixed rumours that Europe boss JF Cecillon is to quit the firm. It had been suggested that the former EMI boss was to return to the music industry, with even the Financial Times last week investigating the story. However, Sega has denied that any changes to its senior management are on the cards.

"JF Cecillon is completely committed to Sega Europe," a spokesman commented. "He has successfully launched Dreamcast in Europe, has achieved the biggest launch in the history of interactive entertainment and is now looking forward to building one of the top ISPs in Europe, with a major announcement due."



PlayStation price move imminent

Euro pow-wow is scheduled for next month as Sony prepares to revise software royalty structure for third party publishers

SONY WILL next month hold a meeting with Europe's leading publishers to discuss long-awaited changes to its PlayStation software pricing policy.

In a move expected to mirror steps in the US, it is likely that rather than simply reducing its charges, Sony will introduce a sliding scale of royalties, with lower charges triggered by publishers nominating reduced RRPs.

If such a scheme is introduced across Europe it would be an acknowledgement that with PlayStation in its fifth year and with a more diverse (and, on average, less committed) audience than ever, not all new releases can command a £30-35 price point.

MCV understands that no date has been fixed yet to thrash out the structure, but that Sony has finalised its scheme and is keen to appease third parties' growing anxiety as quickly as possible.

A spokesperson told MCV that the issue is being discussed in Europe and that the situation is now "probably due for revision".

Pricing has been a hot issue since last summer, with retailers calling for lower street prices and publishers insisting that the lack of margin leaves them unable to facilitate any significant move.

New Euro royalty rates for PSX publishers is likely

Both sectors seem to agree that the roots of the problem lie within Sony's third party model and that no real progress could be made without an overhaul of the manufacturer's royalty rates.

Sony now seems to agree and sees flexibility as the key to keeping everyone happy.

It remains to be seen, however, whether or not the lower royalty rates applying to non-blockbusters will result in lower High Street prices. The model will commit publishers to pass on the reductions, but retailers, currently suffering through high volume sales being negated by discounting, may be tempted to retain at least some extra margin for themselves.

PlayStation is a registered trademark of Sony Computer Entertainment Inc.

Excited?
You should be.

MOVING THE GAME ON

After all, PlayStation® 2 is going to offer you almost endless game design potential. It's only limitations could be your imagination. You certainly won't be limited by Pro-DG's potential. It's our most advanced new development toolkit; is completely customisable, works at your speed, adapts to your methods and expands your design capabilities. You can register for your free evaluation copy now at **www.snsys.com/gameon**

PRO-DG

More Advance info wanted

Third parties desperate to support new Game Boy format, but still waiting for development kits

PUBLISHERS are growing increasingly concerned at the absence of development kits ahead of the launch of the eagerly-awaited Game Boy Advance.

Just two weeks ago UK distributor THE Games predicted that the 32-bit handheld would arrive in Europe this autumn. However, whilst keen to support the new format, third parties are alarmed at the lack of pre-launch support being offered by the notoriously insular manufacturer.

Lack of dev kits could hit GBA's third party support

A spokesperson for one studio specialising in handheld titles told MCV: "Publishers are desperate to support it and gagging for development kit. We've got four or five projects ready to go but we can't do a thing without the kit.

"The on-going success of the original Game Boy plus the introduction of the colour version has really whetted appetites, but Nintendo doesn't seem keen to make the most of the situation."

The managing director of one major publisher added: "The contrast with Sony's attitude is stark. We get communication about PS2 on an almost daily basis. From Nintendo, nothing."

Eidos gets extra Evil

AS IT gears up for the release of Resident Evil 3: Nemesis next month, Eidos has signed up two further titles in the popular Capcom horror franchise.

The firm has now been appointed to handle Resident Evil Survivor on PlayStation and Resident Evil Code: Veronica on Dreamcast in both Europe and Australia.

"We are delighted to extend our relationship with Capcom," said Eidos' COO Mike McGarvey.

"Capcom's ability to create original content and long-term franchises is well established. Survivor and Code: Veronica will be excellent additions to our publishing portfolio."

Meanwhile, the eagerly-awaited Resident Evil 3: Nemesis for PlayStation arrives on February 18th. Eidos is supporting the £39.99 game with a £2m pan-European marketing campaign.

Eidos' relationship with Capcom continues to grow

The push will comprise TV, radio and press ads. Sony has contributed to the TV campaign that will run at the end of February, with Eidos promising a teaser ad that plays on the feeling of fear throughout the game.

"We're looking to create a campaign based on the emotional and fear aspects of Resident Evil 3," the game's marketing manager Karen Ridley told MCV.

Tesco builds games range

SOFTWARE will play an increasing role in Tesco's plans, with more of the chain's stores set to stock interactive entertainment products this year.

The supermarket giant started selling games and multimedia titles five years ago and has expanded its range across 190 of its 650 outlets.

The 190 Tesco stores currently selling software offer a full range of titles for Dreamcast, N64, PlayStation and PC, with larger stores also carrying a limited hardware selection. Tesco is now looking to incorporate games and hardware into even more outlets.

"This is an area that our customers increasingly want us to cover because they know we'll offer good value," Tesco spokesman Simon Soffe told MCV.

Studio 3 chooses Virgin for Europe

AFTER long negotiations with a number of publishers, Studio 3 has appointed Virgin Interactive to handle its first wave of titles.

The deal will cover Guilty Gear, Crisis Beat, Toshinden 4 and the hotly-tipped Game Boy Colour version of International Karate. Virgin will handle the distribution and marketing of all four titles, with the games branded under the Studio 3 label.

Guilty Gear will be the first title to emerge in February. Studio 3 has plans for a total of 30 SKUs in 2000, including an update of the firm's classic Last Ninja franchise for PlayStation 2.

NASCR faces school test

INDIE BODY NASCR has been flooded with complaints from independent retailers furious at having been excluded from the Government's Computers for Teachers initiative.

The scheme provides schools throughout the UK with money to spend on PC equipment, but only through officially accredited retailers. The only outlets to be approved so far are major chains.

NASCR was besieged by emails and phone calls (over 200 in two days) demanding that the trade body organise a fightback. Many were annoyed by a perceived lack of action on NASCR's part.

General secretary Clive Bishop retorted: "The first we heard about it was last week and we're already planning to make representations to the Department for Education and Employment.

"What we want to avoid is members ranting and raving on an individual basis. Most importantly, we want to come across as professional and organised because that's what will help us gain accreditation as a body.

"I hope that quite soon the list of accredited dealers will include the major chains plus official NASCR members. After all, where is the expertise needed to support these sales going to come from?"

Software Revenues

Week ending January 22nd

	Last Week	This Week
Total Market	£15.3m	**£14m**
Full Price Console	£5.8m	**£5.3m**
Full Price PC	£5.8m	**£5.1m**
Budget Console	£2.5m	**£2.3m**
Budget PC	£1.3m	**£1.3m**
Cumulative 2000:		**£51.9m**

Top Earners This Week

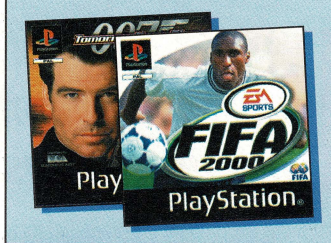
1. FIFA 2000 (EA/THQ) PSX/PC/GBC
Still on top **£273,201**

2. Virtua Striker 2 (SEGA) DC
Late tackle just misses **£244,739**

3. Tomorrow Never Dies (EA/MGM) PSX
Best-selling PlayStation only title **£211,669**

4. Champ. Manager 99/00 (Eidos) PC
Third place in all format charts **£211,130**

5. Tomb Raider 4 (Eidos) PSX/PC
DC version arrives in March **£206,961**



Source: MCV/ChartTrack/Elspa

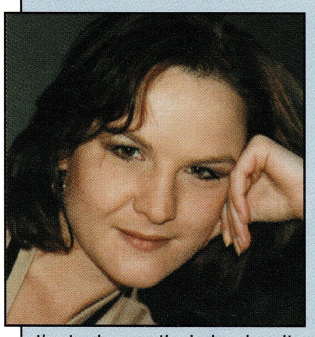
Share Prices

	Price 22/1/2000	One week % change
US	**$**	**%**
3Dfx	9	-4.64%
3DO	8.219	-17.81%
Acclaim	3.906	14.68%
Activision	15.125	-10.70%
Adrenalin Interactive	5	3.89%
Brilliant Digital	29.625	-8.67%
Creative Technology	16.75	-7.27%
eGames	2.75	-10.22%
Eidos	50.125	-17.15%
Electronic Arts	69	-18.64%
Electronics Boutique	14.875	-15.60%
Funco	12	-4.00%
GT Interactive	2.375	-19.16%
Hasbro	15.5	-6.06%
HearMe.com	27.875	3.72%
Intel	97.938	-4.97%
Intergraph	5.125	0.61%
Interplay	3.875	19.23%
Mattel	11.875	-8.22%
Microsoft	103.75	-7.57%
Midway	16.25	-14.47%
Number Nine Visual Tech.	0.102	13.33%
Recoton	12	4.35%
S3	16.844	16.17%
Silicon Graphics	11	15.03%
Take-Two	11.875	-17.03%
THQ	24.25	-3.00%
Toys R Us	10.563	-7.65%
Walt Disney	32.75	-2.42%
UK	**£**	**%**
Elect.Boutique	0.3	-9.91%
Eidos	28.31	-25.54%
Future Net	8.5	-0.29%
Gameplay.com	6.475	7.92%
Online	2.825	-10.32%
Pure Entertainment	0.995	-9.55%
Rage	0.705	15.57%
SCi	4.69	9.20%
France	**Euro**	**%**
Cryo	41.11	-1.89%
Infogrames	32.2	-5.27%
Kalisto	105	26.35%
Titus	51.65	-12.46%
Ubi Soft	50	1.01%
Vivendi	90	-2.70%

Durlacher
RESEARCHING THE FUTURE
INVESTING TODAY
www.durlacher.com

Comment

Sega must not hide from hard truths behind comments



OUR FRONT page story this week highlighting Dreamcast owners' concerns about a lack of new releases for the format will make disturbing reading for retailers, although it's likely that many store managers and multiples' buyers have feared this news for some time.

The new weekly consumer survey carried out for MCV by Games Domain (*see Consumer Watch, page 16*) has clearly pinpointed consumers' frustration at the current situation regarding Dreamcast software.

That 71 per cent of owners are already desperate for new triple-A titles is a worrying proposition for the trade - particularly when it concerns a format that is still only three months old.

The problem is that owners have now finished Soul Calibur and they may have picked up Virtua Striker 2 last week. But what's on the horizon to keep them from trading in their Sega consoles in readiness for PlayStation 2's arrival later this year?

Of course, the recently-announced Tomb Raider conversion will appeal to some - but not to those dual-format owners who have already finished the PlayStation game. There are others, such as Crazy Taxi and Metropolis Street Racer, but - as our survey has highlighted - not enough to quieten consumer impatience at present.

That 71 per cent of owners are already desperate for new titles is a worrying proposition for the trade

No doubt Sega has a few cards up its sleeves over the coming weeks and has, indeed, promised to reveal its plans at Milia next month. But, whilst the importance of properly-managed, high profile press announcements can be understood by all of us, surely it is much more important to continually drip-feed information to gamers, reminding them exactly why they have spent £200 on that small off-white box?

If Sega's communication skills with MCV are anything to go by, heaven knows what it must be like for retailers and, ultimately, consumers. Not particularly good, if the conversations MCV has had with the trade this week are anything to go by.

One buyer even claimed that Sega is "the worst company we deal with in keeping us informed." Another commented anonymously that he is becoming increasingly concerned at the flow of information coming from Sega to head office, which, as he pointed out, means that his stores' customers are failing to get all the answers they are continually demanding, not least to the question 'what's coming up for Dreamcast?'

Dreamcast has always enjoyed support from all corners of the market. Retail has always been behind it, MCV has always supported it and, more importantly, those consumers bored with their PlayStations have put their hard-earned behind it.

But unless Sega polishes up its communication skills and/or makes some major software announcements soon, the console which has always been considered fragile by some could find itself at breaking point even before its major competition arrives.

Lisa Foster
Lisa.Foster@mcvuk.com

Talking Shop

Flurry of releases finally arrives to take on GT2

I COULD be forgiven for thinking this column is read in very high places. After tearing a strip off the publishers for the dearth of releases last week (MCV 21/1), we will be swamped with too many good quality titles if everything turns up today. Having said that, if I was a publisher, I wouldn't want to put any of my titles up against Gran Turismo 2. Maybe it's just quarter end. I never promised to be easy to please.

****

ONE of the most annoying traits of the multiple retailer - and I'm not just talking about computer chains - is the national advertising of items at such a good price you hot-foot it down to your local store. Once there, you discover that the local branch doesn't know what you are talking about and is unlikely to receive stock of the advertised 'mega deal'. Unfortunately, if the multiple's Outer Mongolia branch does actually have the advertised item at that amazing price, Trading Standards can't do anything about it. Creative marketing? Possibly, but it annoys me, both as a consumer and as a rival retailer.

****

HANDS up who's going to the Toy Fair at Olympia this weekend? Although it is not strictly dedicated to our industry there is a lot of crossover. Who knows, you might even see the next Pokemon. We at Chips spotted that particular phenomenon at last year's show, recognised the potential and prepared for its incredible success.
Make sure you don't lose out.

Don McCabe
don@chipsworld.co.uk

Acclaim looks ahead

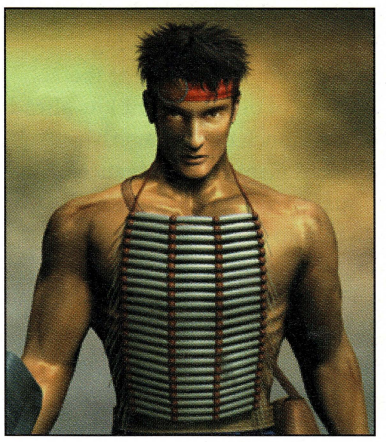
Quick exit from older formats promised, as it looks to next-gen

ACCLAIM insists it will exit the N64 market neatly and swiftly this summer - and become an instant front-runner on the next generation of console platforms.

Some analysts had expressed concerns that the company may be in danger of repeating mistakes made at the tail end of the 16-bit era; lingering too long in a market that had turned into a minefield.

Acclaim is adamant, however, that it has already mapped its N64 exit route and that its commitment to new consoles is massive.

It pointed to a 30-40 per cent rise in R&D spending in FY2000. "We've got six N64 titles left to come and only Turok 3, due in August, is still taking up any real resources," said a spokesman.



Turok franchise will wrap up N64 support in August

Jack Talks up Euro deal

JACK of all Games has expanded its non-games software line-up, having signed the exclusive UK rights to EuroTalk's language learning catalogue.

The deal sees the distributor bolster a multimedia portfolio which already includes ITE Media and Focus Multimedia.

The first product to be distributed under the agreement will be the Advanced Language DVD-ROM titles, including the recently announced Inspector Morse licensed title (MCV 21/01).

"Our collaboration with EuroTalk forms a major part of our drive towards expanding our portfolio and spearheads a period of aggressive promotional activity for us," commented Jack of All Games' COO Gerry Tucker.

CEX modifies Dreamcast

DREAMCAST software sales look likely to suffer from the effects of grey-importing, with a number of retailers across the UK already offering to modify the Sega consoles - and many more planning to in the near future.

Specialist import retailer Computer Exchange is trialling a modification chip that will allow imported Dreamcast software to work on UK machines. The chain is currently checking the reliability of the chip and could not confirm when the system would be available to its customers, although it could be as early as the next few weeks.

"We're working on something now," a CEX spokesman told MCV. "But the chip won't be available until we're sure it's 100 per cent compatible and reliable."

MCV also found one London shop already selling Dreamcast modification chips for £49.99.

Various sites are offering a similar service, although some claim the chip has been delayed due to technical difficulties.

Europress takes Action, Man

ACTION MAN is to take on an educational role, with Hasbro Interactive lining up a number of non-games titles created by its Europress subsidiary.

The first title to appear will be Action Man Abroad in September and is a strategic action game with geography learning aspects.

An Action Man Stuff Pack, similar to last year's Art Attack Pack is also a possibility. The Stuff Pack will include various Action Man accessories and possibly an Action Man figure bundled with the software. It is expected to retail at £29.99, while Action Man Abroad will sell at £19.99.

TV show to trial violent games

Dispatches TV series recruits parents and teenagers to 'investigate' effects of gory software

THE THORNY ISSUE of the effects of violence in video games has reared its head again, with the subject set for trial by TV.

Channel 4's investigative series Dispatches is currently researching a show based on the effects of so-called violent games on teenagers. Although a transmission date is yet to be set, work is underway for a slot within the next couple of months.

The show's producer placed an advertisement in the Guardian last week requesting that parents concerned by the effect of violent games contact the show.

Although plans for the programme are tentative, a Dispatches spokesperson admitted the team has been flooded with replies.

"The response has been very high, mainly from concerned parents volunteering their children to appear, " the spokesperson said.

The teenage volunteers will be asked to play 'violent' games, while the show monitors their responses and ask for their thoughts on what they have seen.

"We're looking to get a scientific body to look at the results," the spokesperson added.

ELSPA has previously addressed concerns over such games in a pamphlet based on Ray Sangher's book Children and Video Games: Issues for Parents and Children, with director general Roger Bennett unhappy of the show's premise.

"I'm more interested in a report on the effects of TV on children, which research has shown is far more damaging," he said.

Now Sony targets PlayStation mags

AS PART of its veto on the use of its logos and trademarks, Sony will no longer allow magazine publishers to use the word PlayStation on their mastheads.

The move follows the games giant's legal moves against unlicensed third party preipherals companies infringing its intellectual rights. Sony has set an April 1st deadline for all changes. The ban also covers typefaces and the coloured PlayStation logo.

"We need to set rules," Sony's UK marketing director Alan Welsman explained to MCV.

Now magazines must drop Playstation branding

"We have crafted a great relationship with the magazine publishers and have enjoyed an excellent two-way relationship. "We will attempt to make it as painless as possible."

Only Future's Official PlayStation Magazine, Essential PlayStation and a number of spin-offs, will be allowed to use the logos and name.

Rival publishers have already started to make changes to their titles. Emap Active's PlayStation Plus will undergo a name change, while Quay's Extreme PlayStation will lose the PlayStation moniker, but will add a 'for PlayStation gamers' tagline. Other publishers are still discussing the issue.

Tank fires in ahead of Milia

THE DECISION to introduce a separately branded Think.Tank event ahead of Milia seems to have paid off, with over 1,000 attendees already pre-registered.

Event director Laurine Garaude believes that almost 1,500 visitors will take part in the two-day conference programme beginning on February 14th. Keynote speakers include Infogrames boss Bruno Bonnell and Sega president Shoichiro Irimajri.

"We thought the decision to focus more on the conference would work well - but it's nice to be proved so right," said Garaude.

There has also been a strong response to the Developer Village, which will feature 40 "young and independent" teams.

The New Talent Pavillion, meanwhile, will feature students of over 15 universities from nine countries, all hoping to pick up the Milia New Talent prize.

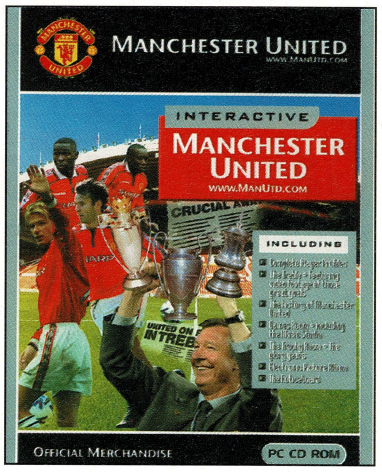
No monkey business for Take 2

TAKE 2 has confirmed that it has snapped up Silicon Dreams' highly regarded War Monkeys, renaming the PC title Dogs of War.

As predicted by MCV late last year (MCV 17/11), Take 2 will publish the PC version of the game in April, with a Dreamcast version following later in the year.

Take 2 has changed the original name to better convey the serious nature of the product. The game allows the user to incorporate up to 100 units into an army.

Despite the deal, Take 2 would not confirm if it was pursuing the publishing rights to other Silicon Dreams titles currently in development.



THE MANCHESTER UNITED merchandising bandwagon goes rolling on with UK veteran Alternative Software releasing Interactive Manchester United for PC. The £19.99 CD-ROM features a comprehensive guide to the history of the Red Devils, quizzes, extensive video footage, a focus on last year's treble-winning season and, rather frighteningly, a real-time music studio allowing fans to create their own tuneful tributes to Alex Ferguson's Premiership side.

Newswires

Greenbury joins EB board

The EB group has appointed ex-M&S chairman Sir Richard Greenbury to its board as a non-executive director. At the same time Lisa Morgan has been promoted to commercial director
EB: *01344 464000*

Q3 rise for E3

EA's third-quarter results have revealed an impressive 15 per cent increase in sales from $520m to $601m. Net income during the three-month period ending December 31st was also up, showing a 28 per cent rise from $73m to $93m.
EA: *01753 549442*

Kalisto hits new high

A surge of interest in Kalisto's next generation plans has seen its share price rocket from 79 euros to 162 euros in the space of two weeks. The Bordeaux-based developer recently announced a tie-in with Universal and Konami for its forthcoming Nightmare Creatures II and will produce a new Lucky Luke game for Infogrames.
Kalisto: *01435 862212*

Eidos share split

Panic followed a drop in Eidos' share price from £30 to £6 earlier this week. However, the dramatic nose-dive can be attributed to Eidos effecting a five-for-one share split. Trading in the split shares resumed on Wednesday 26th.
Eidos: *0181 636 3000*

Crucial time for Everton

True Blue Holdings, the consortium comprising Bill Kenwright, Arthur Abercrombie, Paul Greg and Crucial Entertainment's Jon Woods, has succeeded in its attempt to secure a controlling interest in Everton FC.
Crucial: *0161 236 2690*

Platinum return for Lara

Tomb Raider III hits Sony's £19.99 Platinum range on March 10th. Eidos is celebrating its budget comeback by painting Lara Weller, the current Ms Croft, in platinum paint.
Eidos: *0181 636 3000*

EB enters Domain

Online magazine Games Domain has signed a deal to provide content for EB's new web service.
EB: *01344 464000*

Creature Labs emerges

Cyberlife has changed its name and hired a new chief executive. The firm will now be known as Creature Labs, and is headed up by Chris McKee.
Creature Labs: *01223 727000*

Extension on Lighthouse

Lighthouse Media is now offering a duplication service to services. All major CD, audio and DVD formats can be catered for under the Production Projects banner.
Lighthouse: *01933 461070*

Vis gets cash boost

Vis Interactive has secured funding worth £20m from the Bank of Scotland.
Vis: *0131 838 5300*

Games firms mull Techmark move

New City listing dedicated to technology firms is starting to generate interest, with Eidos and SCi considering a possible switch

THE LONDON Stock Exchange is looking to attract games firms to its newly-created Techmark listing - and at least a couple of major organisations are currently considering a move.

Launched late last year (MCV 1/10/99), Techmark aims to offer a UK alternative to NASDAQ, providing a dedicated area for technology companies. Already the index is up by some 50 per cent, with the Stock Exchange now hopeful of persuading interactive entertainment companies to join the listing.

Games firms could soon shift to the new specialist City listing

"Techmark is aimed very much at companies like games software publishers; those are exactly the sort of outfits we would like to see listed," explained communications manager Andy Muncer.

Indeed, Britsoft's premier City-listed publisher Eidos is already considering a shift from its current Leisure & Entertainment placing.

"We are seriously thinking about a move to Techmark," said financial director Jeremy Lewis. "The main benefit would be to allow investors to compare us to other technology companies."

SCi has recently moved from the AIM to take a full listing alongside Eidos. Sales director Bill Ennis has not ruled out Techmark.

"At present, I don't think we want to be compared to Internet companies, but we are considering it and it's possible we'll switch in the future."

In addition to a dedicated area for technology firms, Techmark offers a number of benefits - most notably, lowering the restrictions on companies opting for flotation. Firms don't need to have traded for three years, but must have a capitalisation of £50 million and must raise £20m at issue.

Romsdirect goes online

A NEW online e-tailer dedicated to the non-games sector will begin trading in the spring.

With a remit to cover both CD-ROM and DVD-ROM products, Romsdirect.com is aiming to build a database of over 35,000 products aimed at the professional sector, business users and academics, as well as consumers. A pilot site offering over 3,500 products will go live on February 1st.

A limited selection of games will be on offer to visitors to the site. However, with a growing number of websites already covering this sector - not least Gameplay.com and UR Wired - this area is not a priority, claims director Fergus Shields.

Non-games sector gets dedicated e-tail site

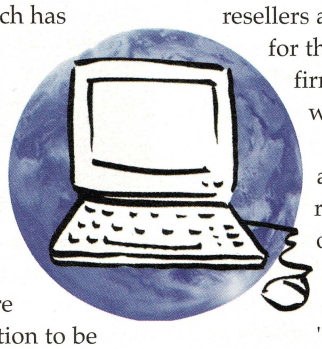
"We will stock the top five games on all major formats and will look to expand on that. However, it won't be a primary focus for us," he said.

"We want to become the biggest supplier of niche multimedia CD-ROM and DVD-ROM product and are currently forging links with as many publishers as we can."

PCs caught on the Net

LEEDS-BASED CMT Games has signed an exclusive distribution deal to supply software which helps to recover stolen or lost PCs.

The software, which has been developed by WebDetect, is installed onto a PC. Thereafter, if that PC is reported stolen and is subsequently hooked up to the Internet, the software allows the PC's location to be determined within minutes.



The progam builds up an identity of a user's computer, making it easy for the police to track down. WebDetect PCs are monitored around the clock and the system alerts authorities to a stolen PC being used in any area.

CMT is actively looking for resellers and sub-distributors for the software, which the firm predicts has widespread use.

"The mass market appeal of WebDetect represents a major opportunity," CMT's managing director Tas Hadjisavva told MCV.

"This could sell as many as one copy for every PC in the country."

The WebDetect software is available for £49 from CMT Games on 0113 245 8110.

Sold Out ties Dinamic deal

SUPER BUDGET specialist Sold Out is moving into the football management sector with a deal to distribute Dinamic Multimedia's Euro League Soccer.

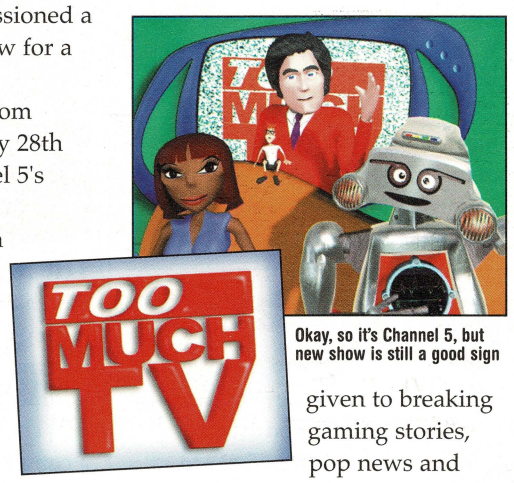
Dinamic was the team behind Gremlin's million selling Premier Manager series, but has opted to go it alone after the Sheffield publisher was absorbed into Infogrames. Sold Out will oversee the bulk of European distribution for the new title, with Dinamic currently negotiating individual deals for Spain and Italy.

Euro League Soccer allows would-be managers to dabble in the transfer market, plan tactics and monitor injuries. It also includes arcade sequences for the all-important match-day action.

Game on for Channel 5

CHANNEL 5 has commissioned a new video games TV show for a 13-week series in March.

TooMuchTV will run from March 5th through to May 28th and forms part of Channel 5's Sunday morning kids' programming. It has been devised and developed by Planet 24 and is being produced by ex-Hewland trio Nick Walkland, Peter Scott and John Higg.



Okay, so it's Channel 5, but new show is still a good sign

The new show will be completely computer animated, with CGI presenters and reviewers. The show aims to review the three latest releases each week, with each game rated out of 12 by the judging panel.

All the leading formats will be featured, with additional coverage given to breaking gaming stories, pop news and information on new gadgets.

The team is now looking to confirm content for the 13-week run and is requesting publishers contact them regarding Beta footage and review code. Interested parties should call Nick Walkland on 0171 512 5012.

Sound deal for Aureal

IDEAL Hardware has been appointed as distributor for Aureal's first two retail products and for its OEM soundcards.

The deal bolsters Ideal's range of components, with the company already distributing a number of high end graphics cards.

The Aureal Vortex SQ1500 and SQ2500 will be available for retail while the full range of Advantage, Vortex 2 and SuperQuad cards will be offered to OEM customers and systems integrators.

The cards are bundled with games and applications, including the new Vortex Player. This allows users to organise and playback CD, Wav, MP3, Midi and Internet audio formats.

WHERE
FANTASY AND
REALITY COLLIDE...

OUT FEBRUARY ON PC-CD ROM

FINAL FANTASY® VIII

- The latest installment of the most popular video game series of all time
- An epic tale of love, hate, fear and revenge set to a full orchestral soundtrack
- 8 Playable characters each with individual personalities and special abilities
- Explore massive, beautifully detailed locations
- New menu system allows players to customise the abilities of each character

FREE INTERNET ACCESS
FREE, FAST INTERNET ACCESS FOR GAMERS*
*UK ONLY www.eidosnet.co.uk

SQUARESOFT

CENTRESOFT

INDEPENDENTS PLEASE CALL
OUR OFFICIAL DISTRIBUTOR, CENTRESOFT, FOR
YOUR EXCLUSIVE "INDIE OFFER" : 0121 625 3906

PC CD

EIDOS INTERACTIVE
eidos.com

© 1999, 2000 Square Co., Ltd. All rights reserved. FINAL FANTASY is registered trademark of Square Co., Ltd. SQUARESOFT is a registered trademark of Square Co., Ltd.
PC version of FINAL FANTASY VIII is Published by Eidos Interactive Limited 2000 under a license from Square Co., Ltd. All Rights Reserved.

Newswire

Aruze buys SNK
JAPAN: Arcade firm Aruze has bought SNK. The deal sees SNK become a subsidiary of Aruze, which has already ploughed some $48m into the company to fund further development of its Neo Geo Colour Pocket handheld console, as well as its arcade divisions.

Quebec and call
CANADA: Quebec is planning to use this year's Milia event to reaffirm its position as Canada's home of multimedia titles. Representatives from homegrown teams such as Behaviour Interactive Micro-Intel, De Marque and SoftMap will also be present at the February 15-18th event in Cannes.

Drug deal for eGames
US: eGames has secured a $3m deal to supply its Family Friendly range to a number of food and drug stores. The titles will be supplied to the Walgreen Company, Eckerd Corporation and the Rite Aid Corporation who will ship them to local stores such as Pathmark, Duane Reade and Cost Cutters.

PS2 demo plans emerge
JAPAN: Japanese publisher From Software has disclosed that three of its PlayStation 2 titles will appear on the demo disc accompanying the new console. Eternal Ring, Evergrace and Armoured Core 2 will feature on the CD.

GTA2 boosts Russia
RUSSIA: The localised version of Take 2's Grand Theft Auto has helped Russian distributor Buka exceed all sales expectations over the past couple of months. With retail prices lowered to $2.50 to counter the threat of piracy, GTA 2 and Stirlitz (a game based on a 70s TV show) have topped the Russian charts.

Pokemon rules Germany
GERMANY: A staggering 800,000 copies of Nintendo's Game Boy Pokemon titles have been sold in less than 12 weeks in Germany. Released on October 5th, the games have beaten all sales record in the territory.

Irimajiri talks Sony
JAPAN: Sega president Shoichiro Irimajiri has detailed Sega's plans for countering the PlayStation 2 threat. He pointed to the Dreamcast's online capabilities as being key to its success, claiming that gamers are bored with 'conventional' games and now want new ideas. He also admitted that it will be 'tough' to compete with Sony in PlayStation 2's first year.

Call **Lisa Foster** on **01992 535646** with your international news or e-mail lisa.foster@mcvuk.com

MCV WORLD NETWORK

New boss for Virgin Germany

Former Eidos marketing manager now heading up publishing firm and Avalon distribution arm

VIRGIN INTERACTIVE'S German HQ, plus sales arm Avalon, has a new boss, with Knut Jochen Bergel taking the helm.

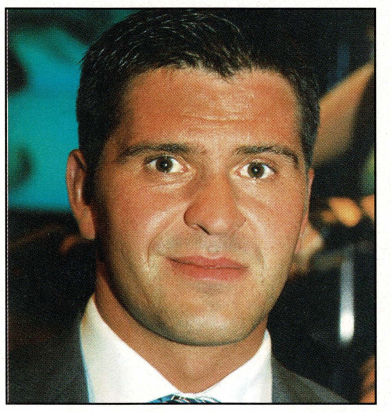
Formerly marketing manager of Eidos Germany, Bergel takes up the reins from joint Euro boss Peter Bilotta, who has been overseeing the office since long-time boss Christian Gloe left to establish Crave Europe last year.

"I am sure that both Avalon and Virgin Interactive GmbH are starting the new Millennium with the right attitude to support the growing market," said Bilotta.

"Knut Jochen Bergel is the perfect man to get this plan through. He will lead us back to where we once used to stand; as one of the most influential forces in the German market."

The Virgin/Interplay/Titus set-up in Germany, plus Avalon, has some 80 titles scheduled for this year. However, Bergel is keen to sign up further development talent for the publishing arm, as well as new labels for Avalon to distribute in the territory.

"It is possible for us to look at expansion now, as well as to win over new development teams," he told MCV Germany.



BERGEL: Taking top position at Virgin and Avalon

Oz deal for 3DO/Sony

3DO has handed over the Australian distribution of its initial wave of titles to Sony.

In an exclusive deal on the PSX format, Sony will handle Army Men 3D and its related titles Air Attack and Sarge's Heroes. The firm will also distribute the forthcoming Might and Magic and Battle Tank franchises for 3DO.

3DO's Steve Fowler claims 3DO was looking for a partner to reflect its brand qualities.

"Sony is synonymous with quality and cutting edge technology," he said. "The 3DO brand is well known for its calibre of highly successful titles, so it seemed logical for us to partner with Sony for all our distribution needs in Australia."

Joy for gameplay.com

E-COMMERCE giant Gameplay.com has strengthened its position in Europe with the acquisition of German firm Joysoft.

Gameplay.com acquired the mail order firm in a £2.53 cash and shares deal. Cologne-based Joysoft is one of Germany's oldest games retailers, selling its ranges both online and through a number of independent stores.

Joysoft enjoyed sales of £4.1m in 1998 and has e-commerce deals with Germany's leading games sites, including gamesmania.de and gamechannel.de, giving Gameplay.com a ready-made route into the territory.

Existing boss Olaf Rappe will continue in his role, while the firm's founder Gabriele Holz will also remain heavily involved in the organisation.

Kingfisher eyes Metro

UK RETAIL GIANT Kingfisher is believed to be considering a merger with Germany's Metro retail chain.

Discussions are rumoured to be at an early stage, but if the deal goes through it is tipped as the largest UK/German merger to date. It would also create a group with significant interests in the the UK, France and Germany.

The Kingfisher group includes Comet and Woolworths, while Metro owns the Real hypermarkets, Praktiker DIY and Kaufhof department stores.

Metro's position as Europe's largest retailer was usurped recently by the French Carrefour and Promodes chains and by US giant Wal-Mart's arrival in Europe late last year.

KINGFISHER

Guillemot sets up Japanese HQ

PERIPHERALS GIANT Guillemot has further expanded its overseas operations with a new Japanese office.

The ambitious company has set up Guillemot Japan to establish the group in Asia, as well as to provide support for its Thrustmaster and Hercules clients and distributors in Japan.

Jean Francois Decleves has been charged with establishing the new office. Decleves previously founded Guillemot's successful Canadian division.

Habsro outlines Euro plans

HASBRO INTERACTIVE this week gave its key European and Middle East distributors an exclusive look at its titles for the next 12 months.

Wednesday (January 26th) saw the firm play host to 60 delegates at a meeting in central London. Representatives from Proein in Spain, Leader in Italy and Ubi Soft Paris were shown titles such as Grand Prix 3 and Nerf Arena, with commercial director Scott Dodkins stating he expects an increased share of the firm's business to come from overseas.

GP3: One of Hasbro's key releases for Europe

"We are placing an even greater importance on our export business," he said. "It is essential that our partners have maximum awareness of our line-up." He also thanked attendees for their hard work, which helped export sales rise 100 per cent in the last year.

encyclopædia
BRITANNICA
2000

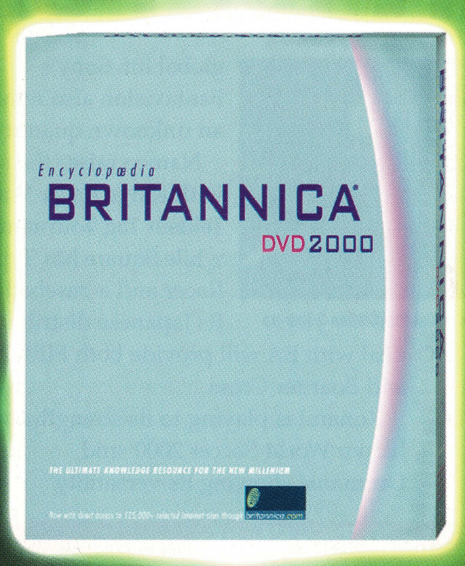
Includes the New Oxford Dictionary of English

Thousands of authenticated Internet links to take your research further

Stunning photos and illustrations plus over 1,600 maps

Includes content of the 1999 Britannica Book of the Year

The truth is in there



The definitive guide to the universe

If you're driven by the pursuit of truth and the search for meaning in the universe - you'll find answers in Encyclopædia Britannica on DVD. All 32 volumes of the ultimate reference tool have been captured in the dynamic multimedia format on Digital Versatile Disk - so your search becomes a dazzling interactive experience.

Britannica DVD is packed with 83,000 in-depth articles, 15,000 photos and illustrations, plus over 1,600 maps. This vast interactive information bank is brought to life with over 5 hours of exciting video footage, spectacular animation and hours of pin-sharp sound. Lightning-quick navigation software and seamless sequencing take you to selected subjects in seconds. And thousands of related Internet links take your quest for knowledge into another dimension.

In the latest DVD format, Encyclopædia Britannica is light years ahead of the competition.

Also available on CD and Deluxe CD.
Standard CD February 2000.

Available through the following Distributors:
Centresoft: 0121 625 3388 • Gem: 01279 822800 • Interactive Ideas: 0181 805 1000
Startle Distribution: 0181 805 8005 • CD ROM Distribution: 0161 477 8848
T.H.E.: 01782 566566 • Gardners Books: 01323 521555 • Computer Bookshops: 0121 778 3333

DA back from the brink

'Virtual newsreader' and new press association link kick-starts rebirth for once-troubled studio

CGI SPECIALIST Digital Animations is enjoying a new lease of life following the success of its 'virtual' newscaster project.

Just a few months ago the future of the Glasgow-based firm looked bleak. Several proposed deals with TV networks had fallen through, leaving its share price at rock button before it was finally suspended in October (MCV 19/11). A recent £700,000 investment has kick-started the firm's revival, though, and CEO Mike Hambly is forecasting a much brighter future.

"I was brought in to rescue the company," Hambly admitted. "We could see that Digital Animations had potential from the start, but when we saw the AI techniques a couple of the lads were working on we knew we had to invest in the firm. We showed the routines to the press association which suggested the newscaster idea that became Ananova."

Ananova has given Digital Animations a major boost

Following a strict brief, the team has produced a novel talking head system, which is animated in real-time in conjunction with externally produced speech systems. Ananova will offer a running news service providing a friendly face for the Internet.

"We're now looking to take the medium into other areas," added Hambly. "The potential is endless. While virtual presenters will never be as good as human ones, it does offer a unique aspect. It's flexible and can be used for DJs, presenters or even a comedy duo."

Ananova has already caught the eye of the tabloids and the interest has boosted Digital Animations' share price. Shares were suspended at 52p late last year, but were trading at around 128p earlier this week.

Runecraft expands

AMBITIOUS DEVELOPER Runecraft has opened the first of two new satellite offices.

The new Glasgow base has been created to cater for a host of projects the Dewsbury-based team has taken on board. It will initially be staffed by a team of 6-10 people and will work on a semi-autonomous basis on projects.

Boss Martin Hooley is also looking to add a third office in June. Although its location has yet to be decided, a South Yorkshire set-up is expected. The new offices will see over 150 people working across the three locations. This will include a new Boston-based business development agent as Runecraft casts its net in the US.

Uneven start for PS2

THE LINE-UP of titles debuting at February's PlayStation 2 Festival in Japan presents a mixed bag of launch titles for the new format.

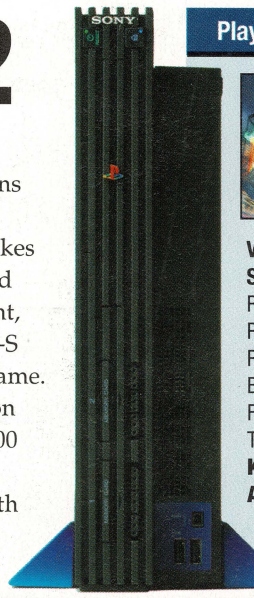
Visitors to the February 18-20th event can to sample the 18 games that will form the launch line-up accompanying the PlayStation 2's March 4th Japanese launch. Over 500 PlayStation consoles will be set up, giving visitors the first chance to get a feel for the console.

Despite the event's significance, Sony's initial trio is less than spectacular. While Gran Turismo 2000 is much fancied, IQ Remix is unlikely to be a major global hit. Sony's Fantavision also remains an unknown quantity.

GT 2000 leads Sony's initial PlayStation 2 line-up

Namco raises the stakes with Ridge Racer V and Tekken Tag Tournament, while Square has Type-S Racer and a baseball game. Its Japanese distribution deal with EA will provide both FIFA 2000 and Boarder Cross.

Konami is playing to its strengths, with Jikkyu World Soccer 2000 and Drumania showing its versatility.



PlayStation 2: First Wave

Visitors will be able to play...
Sony: GT 2000, Fantavision, IQ Remix + **From Software:** Eternal Ring, Ever Grace **Square:** Type-S Racing, Baseball EA: FIFA 2000, Boarder Cross **Capcom:** Street Fighter EX3 **Namco:** Ridge Racer V, Tekken Tag Tournament **Koei:** Kessen **Enix:** Love Story **Artdink:** A-Train VI **T&E:** Golf Paradise **Konami:** Jikkyu World Soccer 2000, Drumania

Production Line

Talonsoft declawed

Five members of the Talonsoft team have apparently quit. Bob McNamara, Charles Kibler, Steve Langmead, Robert Waters and Tim Kipp have resigned, claiming dissatisfaction with future titles. They were key members of the Hidden and Dangerous team.

Advance advances

Groundwork for the development of Game Boy Advance titles is under way, with Cygnus Solutions having launched its software-based development system. The tools allow for more rapid development of titles for the 32-bit handheld. A host of big name publishers are already said to be onboard, such as Acclaim, Eidos and THQ.

Hothouse turns to crime

Hothouse is hard at work on its sequel to the best-selling Gangsters. The predictably-named Gangsters 2 will boast more characterisation and story elements, in addition to all new 'turf' for its central villains and mob bosses.

In The Studio

The hunt is on

Screensaver creator tries its hand at a real-time strategy epic

Product: Evolva
Developer: Computer Artworks
Publisher: Virgin Interactive
Available: March

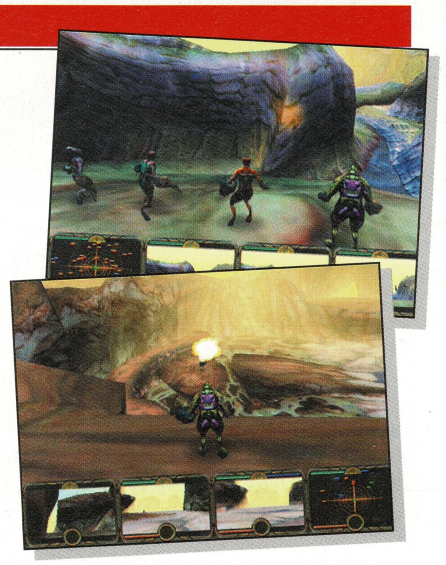
The Pitch: Evolva pits the player against a deadly alien parasite, which has infected a planet. Players create a customised set of warriors called Genohunters and guide them into a series of confrontations with the parasite and its armies. As battles rage across realistic 3D locations, game genres are mixed with ease as elements of action/shoot 'em ups, strategy and adventure games are combined.

Product Strengths: Computer Artwork's A-Life technology is used to create a totally believable, organic environment inhabited by several races of intelligent creatures.

Development Details: The team is led by Mark Atkinson, renowned computer artist William Latham and ex-Bullfrog producer Vince Farquharson.

Question Marks: Computer Artworks is more renowned for its organic screensavers and needs to communicate that an experienced and hand picked team is working on its first game project.

In Their Own Words: "Evolva will revolutionise gaming in the year 2000. It will push the technology boundaries on all formats to their limit. For the first time people will see more in-game polygons on screen than they had seen in FMV cut-scenes. This will provide an irresistible prospect to the new age gamer," says Computer Artworks' William Latham.



EVOLVA: Expected to appeal to casual gamers, too

Prognosis: Evolva offers a graphically rich and stylish look that makes it hard to ignore. Initial feedback to Computer Artworks is that not only is the typical PC user getting excited about the game, but also those who would not be considered as average PC gamers also seem to be showing an interest in Evolva.

Code Warrior

Riddle of the Tomb

Some argue that the games themselves may be losing their shine, but the adventures of the Tomb Raider franchise provide the biggest thrills in gaming, says Owain Bennallack...

RACING THROUGH its financial quarters like a certain Core-designed adventurer, Eidos falls down a ditch and, just as it's about to be squashed by a huge bouncing ball, Charles Cornwall grabs an ancient gold statue of Lara Croft. Cue a miraculous escape for our hero.

One day they'll make the movie - Tomb Raider: The Real Revelations. And I'd certainly swap Elizabeth Hurley in hotpants for a video documentary tracking the shenanigans surrounding the Tomb Raider franchise over the past few months.

The press have been hounding Eidos ever since they realised the exclusive lock-out for Tomb Raider was due to expire. That pressure increased with the recent success of Sega's Dreamcast.

Eidos, of course, had not forgotten the clause. "Leave us alone," they cried, adding usefully, "We haven't said we will - but we haven't said we won't." And all the time somebody was doing the sums.

Eidos is playing a clever game. It tries to convince the City it's a many-tricked pony. The share price flies. It warns of less-than-impressive financials. Predictably, the share price falls.

Oh, but here's Lara Croft on Dreamcast. The share price recovers, such is the power of the Tomb Raider franchise. Cue scenes of analysts, retailers and gamers prostrating themselves as Cornwall holds the miraculous Lara icon aloft.

Disappointed as some may be that Lara's Dreamcast outing is an enhanced, rather than a brand new game (no change there), it will undoubtedly sell consoles, although maybe not like Shen Mue or Soul Calibur. The deal is impressive, but Sega has only really brought a port to Dreamcast, albeit the best there is.

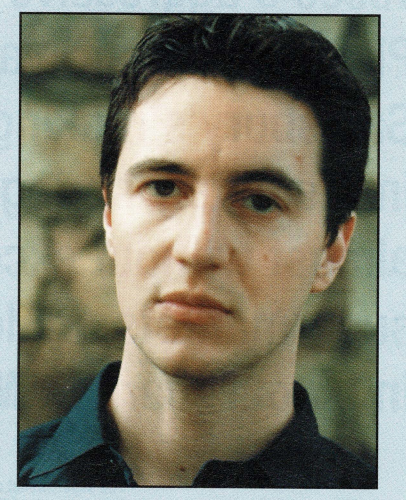
Maybe it's time for Eidos to try admitting that it really is the 'Lara Croft' company. That seems quite enough to move markets, machines, money and mountains right now.

No, at first glance, Lara's defection would seem to hit Sony harder than it's helped Sega. PlayStation and Tomb Raider are synonymous. Lara is PlayStation's mascot, bouncing above Sony's stands or glaring from party tickets. Now she's anyone's. Girls, eh?

Surely Eidos will have to pay the price in lost goodwill with Sony? Perhaps not. Lara Croft will return to PlayStation 2.

What if Eidos had no real choice but to make a few million on Dreamcast - but with a few nods and winks it was agreed that Lara would come home to Sony after her brief affair? Perhaps to the sort of brand-new, reinvigorated adventures that Core dignitaries always claim are around the corner, rather than a tweaked version of a game that is already available?

What if Sony sees Lara on Dreamcast as a loss leader, expanding the franchise and tempting Dreamcast owners back to PlayStation 2 in the autumn?



Anything's possible. Key software brands are becoming almost as important as hardware platforms. EA's FIFA is another one. Interestingly that's available for all formats - bar Dreamcast.

Of course, Nintendo has a gang of platform breakers that ain't going anywhere. Sony will learn a hard lesson but, for once Nintendo doesn't need to. Sega must realise that following the 'great artists steal' adage will only get you so far.

And Eidos? Maybe it's time to try admitting that it really is the 'Lara Croft' company. That seems quite enough to move markets, machines, money and mountains right now.

Owain Bennallack
Owain.bennallack@virgin.net

crucial
entertainment

Get ready to surf the latest wave of Crucial titles as six more value assured titles roll in. Gameplay, cost and consumer awareness remain key factors for the Crucial approach and with all the information you'll ever need on **www.crucialgames.com**, you can discover why titles like Speedball II continue their appeal by making it into Edge's Top 100 Games Of All Time.

So take a look at Speedball II, Addiction Pinball, Cyber Gladiator, Space Quest IV, Flight Essential's DC 3 and Inca Wiracocha, and help us turn the tide for mass market gaming.

The New Wave

R.R.P £4.99

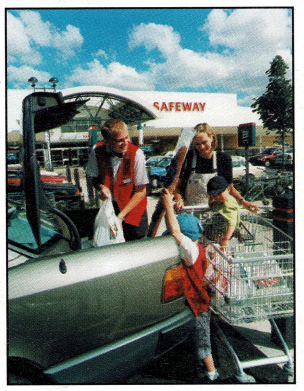
Rolls In

Don't forget the rest of the Crucial range which includes:
Small Soldiers, Civilization and Microprose Formula one Grand Prix.

Please call Centresoft or Gem.

Crucial Entertainment Ltd . Albion Wharf . Albion Street . Manchester . M1 5LN
Tel: +44 (0)161 236 2830 . Fax: +44 (0)161 236 2687 . Email: sales@crucialentertainment.com

Tesco's aggressive attack on PlayStation hardware last year and Sainsbury's racking deal with EB immediately spring to mind, but almost without exception, the supermarkets are looking to cash in on our market. MCV reports...



The supermarket chains have recognised that the consumer software market is a billion pound, high margin sector - and are now closing in on the business fast

Cornflakes & Consoles

WITH THE INTERACTIVE entertainment market in the UK now worth more than the video sell-through sector, 2000 is set to be a breakthrough year for home software in supermarkets.

Already many of the major grocery chains have begun dabbling in the sector, with an increased commitment expected over the coming months. With Wal-Mart enjoying 32 per cent of the software market in the US, it's no wonder the big supermarket chains are getting nervous.

All of them, without exception, have been forced to take a long, hard look at their strategy. Many have sent representatives over to the US to see what Wal-Mart is up to - and how the model can possibly work for them in the UK.

Considering that consumer footfall in UK supermarkets is nearing 40 million a week, it can only be good news for the home software market in general.

Rather than stealing business from specialist retailers, the supermarkets offer a different opportunity - and a different demographic - says Phil Philippou of leading specialist supermarket supplier Cork International.

"The trade mustn't be negative towards this because what we're bringing is the opportunity to deal with a different demographic and to grow an additional incremental customer base - the consumers who won't go to an EB, Dixons, Virgin or an independent computer retailer," he points out.

Cork's involvement in the software business began just 18 months ago, although the firm has long been a major supplier of leisure products to supermarkets and motorway retail outlets.

Already it provides some 550 outlets with software, including Asda, Safeway, Somerfield and Morrisons, plus Tesco in Ireland.

In terms of publisher support, Cork has some heavyweight names on board, including Focus, Hasbro, Lego, Activision, BBC, Codemasters, Konami, Eidos, Infogrames and TLC.

Philippou admits that some of the supermarkets may not have sufficient knowledge of software and its consumer demands.

Understandably, it is almost impossible for their buyers and marketing executives to have a total understanding of every category they deal with, which Philippou points out is exactly Cork's *raison d'etre*.

"We are their one stop shop. We can do the sourcing, the ranging, the availability, the fixturing, the merchandising, the returns, the publisher days and promotions - everything. We help them understand the business."

At the same time, Cork is ranging product for a very different demographic to that of the High Street specialist.

A Trolley Good Time For Games

MCV looks back over the past few months at increasing activities of the grocery giants in the interactive entertainment sector...

April 2nd 1999: Electronics Boutique begins an in-store racking trial with Sainsburys, kicking off in the chain's two Savacentres in London Colney, Hertfordshire and Gillingham, Kent.

April 9th 1999: Safeway begins stocking PSX software in six of its 470 stores, Tesco begins trialling Nintendo titles, while Asda reveals its ambitions for the sector.

May 28th 1999: Asda confirms its desire to strengthen its commitment to the games market. Already stocking 30 full price and budget PlayStation titles in 130 of its stores, a range of £9.99 jewel case PC products in 150 outlets, plus low price PC hardware, the supermarket chains reveals that it is now looking at new formats, including Sega's forthcoming Dreamcast.

THE SUPERMARKET EXPLOSION

Cork International is confident that consumers will soon feel as comfortable buying software as they are purchasing books or videos in grocery stores

Case Study: Tesco

OVER the past year Tesco has emerged as one of the most aggressive suppliers of games within the grocery sector. Already the largest food retailer in the UK, boasting a turnover last year of some £17.8 billion, the supermarket giant has underlined its commitment to entertainment products, whether music, video, books or games.

Few could have failed to notice its presence in our particular sector late last year when it single-handedly created panic across the rest of the games retail trade by rolling out grey-imported PlayStation bundles at £69.99.

Yet despite this incident - which many people viewed as a PR stunt, similar to the chain grey-importing Levi jeans and Adidas trainers - Tesco has a serious, long-term strategy for the interactive entertainment business.

It started stocking home computing and games products five years ago and currently boasts a range of PlayStation, PC, N64 and Dreamcast titles in around 190 of its 650 stores, as well as Dreamcast and N64 consoles plus PCs in its larger outlets. And the roll-out across its stores is only likely to increase in the future.

"This is an area that our customers increasingly want us to cover, because they know we'll offer great value," Tesco spokesman Simon Soffe told MCV.

"Home entertainment is obviously seeing massive growth in the UK. New customers entering the market search for the best value and are happy to buy them from 'new' outlets, such as supermarkets. They know the Tesco track record - and have seen for themselves how we've brought down prices of PlayStation, PCs, etc., in the UK. So we will continue to offer customers the best value on the products they want."

Consumer footfall in supermarkets across the UK is nearing 40 million a week, which can only really be good news for the interactive entertainment market in general.

"The proposition for consumers is a range of quality, leading, branded, value products," reveals Philippou. "They don't all want the latest and greatest, but they are looking for quality titles. We want to make the category a destination in store.

"Consumers already know that they don't have to go to a bookstore to get a book, or to a video store to get a video. We want to do for software what we've done for other categories and create a strong presence in those outlets. We did it with budget PC titles; now we're doing it with Play-Station and boxed titles."

A bonus for Cork International, and for the industry in general, is that the supermarkets are under constant examination from the regulators to ensure that they don't make extortionate profits on their food business.

And the higher margins software offers are obviously very attractive to them.

"In some Safeway stores, we can achieve the same retail sales per week from one of our display units as they do on a three metre run of eggs," says Philippou.

Where Cork has installed a range of full-price PlayStation titles, the company will be doing more new release business. But Cork is also looking at other major formats, such as Sega's Dreamcast and handhelds.

Support for Cork's drive into the sector is continuing to grow rapidly as publishers increasingly recognise the sales opportunities offered by this section of retail.

Meanwhile, Philippou offers high praise to those firms that had the foresight to develop this area of their business in the early days: "Focus was one of the first firms to fully embrace the budget market in the UK. They did it properly and attacked a lot of key areas. They have always been supportive, helping us set up our own master-bagging and librarying operation, provided additional support with merchandising and in-store demonstration days.

"It is now our top supplier for software, accounting for 30 per cent of our business, and every store that we supply software to has a range of Focus products."

As for the future, Cork is continually developing and reassessing every aspect of its expansion into software so that the company is fully prepared to follow trends and demands as they happen. Significant investment has been made in creating secure picking and packing areas.

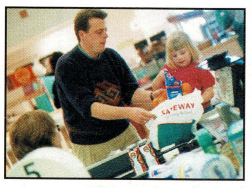
In addition, 360 merchandisers now visit 5,000 stores, with most stores getting a visit once a week, and some of the larger stores four times per week.

It is a huge investment for Cork International, but an important one, says Philippou, who believes that this sector of interactive entertainment retailing is on the verge of a major growth period.

"Supermarkets recognise that this is a billion pound, high margin business that cannot be ignored.

"They can see what impact PlayStation has had and they are becoming aware of what Microsoft is doing with X-Box, plus what Nintendo, Sega and Sony are doing with their respective forthcoming formats."

Like it or not the supermarket chains are going to have an increasing influence on our market.



June 18th 1999: Wal-Mart acquires Asda for £6.7bn. It is already a major player in the US games market, with industry insiders expecting similar aggressive moves this side of the Atlantic.

September 17th 1999: Tesco ups the ante in the retail price war, as it begins selling PlayStation consoles at £69.99 (RRP £79.99) in all 650 of its stores. A national press ad campaign highlights the promotion, with the grey-imported machines coming with a Scart cable and RF unit, allowing the machine to be plugged into any UK TV.

September 24th 1999: Sony reacts to Tesco's low-price PlayStation hardware promotion by swiftly gaining a High Court injunction against the UK's largest supermarket chain.

The games giant claims that the imported bundles are packaged with RF units which are marked 'Sony PlayStation' but are not actually made or approved by the company. In the meantime, the rest of retail has reacted to the chain's £69.99 bundles, with Dixons, Currys, Comet and EB all dropping the Sony console to £64.99.

November 12th 1999: Tesco announces that it wants to carry Dreamcast hardware and software in its larger stores' new electrical departments.

November 26th 1999: Asda, Safeway, Morrisons, Somerfield and Co-Op trial the new free consumer games publication from Games Domain.

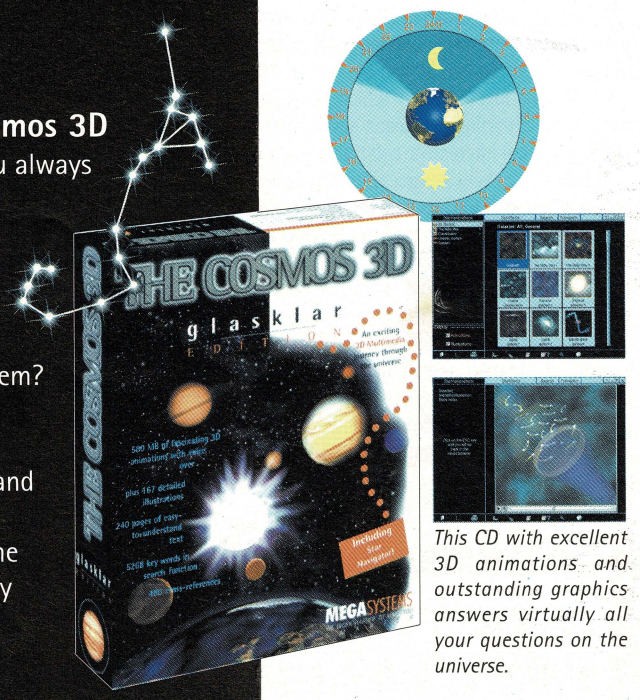
In addition, Safeway further strengthens its presence in the consumer software market, expanding its range of budget PC titles via a deal with GSP.

glasklar©

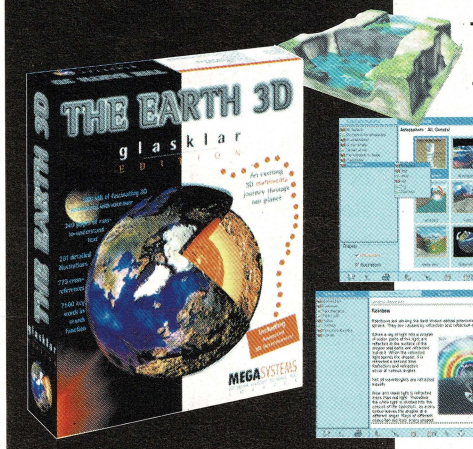
EDITION

THRILLING 3D-MULTIMEDIA-ENCYCLOPEDIA

The Cosmos 3D
Didn't you always want to understand the structure of our solar system? What are galactics clusters, and who can explain the Milky Way to me?

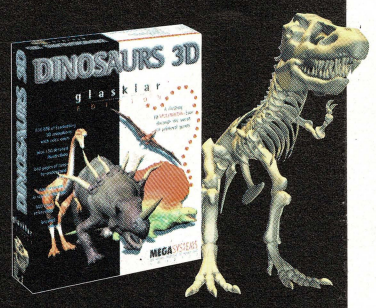


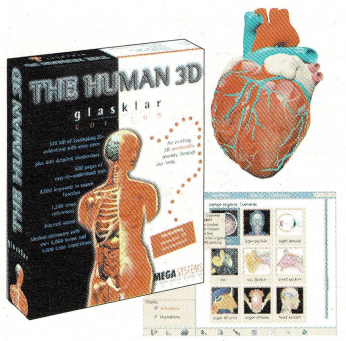
This CD with excellent 3D animations and outstanding graphics answers virtually all your questions on the universe.



The Earth 3D...
...explains the origin, structure and development of our planet in a fascinating manner. Look into the eye of a hurricane and experience volcanoes and earthquakes.

Also available:





BRILLIANT 3D ANIMATIONS: HIGH RESOLUTION GRAPHICS FOR USE IN HOME OR SCHOOL.
DEATAILED ILLUSTRATIONS: DETAILED FACTS , ILLUSTRATIONS AND SCIENTIFIC EXPLANATIONS.
EASY-TO-UNDERSTAND-TEXT: HIGHLIGHTED REFERENCES, MORE INFORMATION, EXTENSIVE DATABASE.
COMPREHENSIVE DICTIONARY: ANSWER ANY QUESTION WITH THE HELP OF FULL TEXT SEARCH CAPABILITY.
...AND WITH AN INTUITIVE NAVIGATOR

FOR MORE INFORMATION:

MEGASYSTEMS UK
c/o MAYNTZ HIGHTECH CONSULTING
Suite 2, First Floor, Warstone Court
Warstone Lane, Hockley
Birmingham B18 6JQ
Tel.: 0121 23 61 99 0
Fax: 0121 23 61 97 6
e-mail: info@glasklar.com

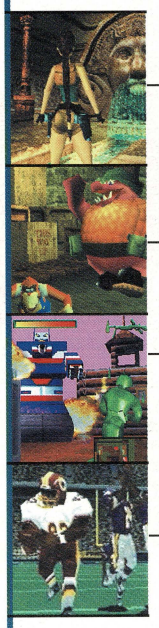
OUT NOW!!
£ 19.99

http://www.glasklar.com

CONSUMER WATCH

Consumer Watch is a weekly analysis of consumer buying intentions exclusive to **MCV**. In association with Games Domain, we ask the public which software releases they intend to purchase over the next month. We also print the results of a topical question each week, too. It's clearly a part of our market-leading publication that no one employed in retailing or marketing can afford to miss...

Q Which two current or future software releases are you intending to purchase over the next month?



This Week	Last Week	Title	1st Choice	2nd Choice	Total Score
1	3	**Tomb Raider 4**	42	25	109
2	4	Quake 3 Arena	31	26	88
3	12	**Donkey Kong 64**	30	16	76
4	1	Gran Turismo 2	34	7	75
5	5	Resident Evil 3	22	28	72
6	6	Diablo 2	29	8	66
7	2	Final Fantasy VIII	17	25	59
8	17	Tomorrow Never Dies	17	10	44
9	-	Half-Life: O. Forces	15	10	40
10	11	Unreal Tournament	12	14	38
11	10.	Age of Empires 2	12	13	37
12	7	Grand Theft Auto 2	12	11	35
13	13	Rainbow Six: RS	9	17	35
14	8	FIFA 2000	10	14	34
15	-	**Army Men: Sarge's Heroes**	13	4	30
16	-	**Madden NFL 2000**	10	8	23
17	9	Tony Hawk's Pro Skater	10	3	23
18	16	Homeworld	9	5	23
19	18	Driver	2	19	23
20	-	SWAT 3	9	2	20

Total number of consumers who voted: **738**
Voting took place between: **Sat January 15th & Fri January 21st**

Scoring System: *Two points for every consumer voting a title as his/her first choice purchase, one point for every second choice*

Q **Is the Dreamcast already suffering from a lack of releases?**
Yes: 71%
No: 29%

Analysis

Lara's back on top, DK64 rises again

DESPITE the drop-off in retail software sales over the past couple of weeks, consumers are still looking ahead to their next purchases - with an impressive 738 responding to the survey last week.

Tomb Raider 4 has jumped back to the top of the Most Wanted list, following the announcement last week regarding the forthcoming Dreamcast version, but also due to the continued marketing support and press coverage of the title.

There's good news for Nintendo as Donkey Kong Country 64 leap-frogs up to the number three position from last week's number 12. Strangely, meanwhile, Gran Turismo 2 has dropped down the listing, despite the game finally shipping today (Friday January 28th). However, it should rise back to the top of the league table once the TV advertising campaign kicks in from this weekend.

Strangely, GT2 has dropped down the listing, but should rise again once the TV ads kick in.

The press campaign for 3DO Europe's forthcoming Army Men titles appears to be having an effect on consumer buying plans already. Sarge's Heroes, which arrives on N64 on March 10th and on PlayStation on March 31st, has already debuted in the listing. Expect this - and the publisher's other Army Men titles - to rise higher when 3DO steps up the pace with its heavyweight £3 million marketing campaign over the coming weeks.

Meanwhile, our supplementary question reveals that - as retailers have already suggested to MCV - what Dreamcast desperately needs right now are some major new releases. Sega's own Virtua Striker 2 has done the business over the past week and Tomb Raider will be a must-have title for many owners, but over 70 per cent of consumers are already concerned at the lack of releases.

Lisa Foster

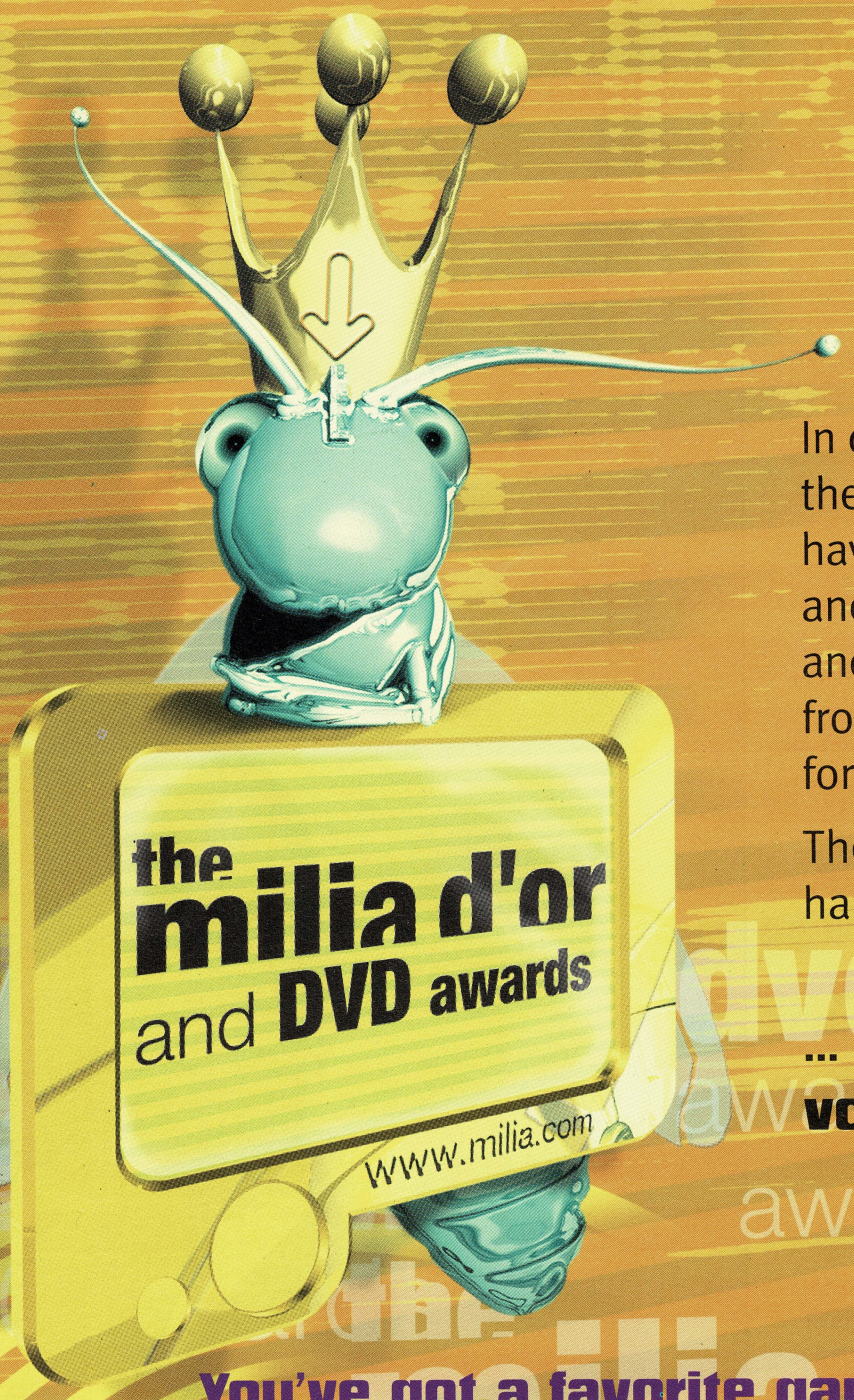
GamesDomain
Whats New
Search
Downloads Cheats GD Review Freebies Online Games Charts News Games Info

ConsumerWatch is published by MCV in association with Games Domain. For more information about Games Domain contact Nick DiCesare (sales@gamesdomain.com) or Richard Sutcliffe (rs@gamesdomain.com). Tel: 0121 326 0900

Milia d'Or 2000

People's Choice Award

In partnership with 24/7 EUROPE



In case you didn't know,
the Milia d'Or in Cannes
have been honoring innovation
and creativity in games
and interactive programmes
from all over the world
for the last six years.

They're the international
hallmark of excellence and ingenuity.

... and now,
votes are open to the public!

You've got a favorite game, home reference software title or website... make your voice heard from January 17th until February 11th, 2000

at www.milia.com

The Milia d'Or 2000 Awards are sponsored by DVD Forum DVD

milia 2000

THE WORLD'S INTERACTIVE CONTENT MARKETPLACE

THINK.TANK SUMMIT: 14-15 February 2000
EXHIBITION: 15-18 February 2000
Palais des Festivals · Cannes · France

MARK DYNE: THE NEGOTIATOR

Best known as the founder of Ozisoft, Mark Dyne is also a globe-trotting deal broker, a familiar face and formidable negotiator in the boardrooms of many major players throughout the industry. Most recently he played a key role in the creation of the supergroup comprising Titus, Interplay and Virgin. Dave Roberts reports...

MARK DYNE does deals. Like some people build boats and others teach geography, Dyne does deals.

It's true to say that he owns substantial and sometimes controlling slices of equity in distributors, publishers and even Internet companies. But he isn't a distributor, a publisher or an online pioneer. He is, essentially, a doer of deals.

The Dyne-forged link with Interplay precipitated Titus' need/desire to buy into the group. And suddenly a new global power emerged, with Dyne at the centre of the creation process - but never at the forefront of the operations themselves.

This is a rare interview and Dyne's prefered policy is to remain a back room fixer rather than a front page fixture.

> ***"If a deal looks too good to be true, have a good look round the table and spot the sucker. If you can't find him, leave - because it's almost certainly going to be you.***

Over the last couple of years he's been behind a series of deals that has seen the creation of the Titus/Interplay/Virgin group - and has ended up with a significant stake (nearly ten per cent) in the French holding company as a result.

It was he, after failing to capture the complete Virgin Interactive group, Westwood and all, who engineered the Tim Chaney-led management buyout and he who then bought Interplay into the picture via an equity agreement, as well as a long-term sales and distribution arrangement.

"People at the top of other software companies told me I'd be crazy to do it. They said I'd be spending all my time breaking up fights between the senior executives, but the truth is it's worked like a dream," he says.

It has taken over 18 months to create this new group but, whilst it was a protracted, complicated and relatively high profile affair which involved some of the games industry's most famous names, it was, for Dyne just another deal.

During the same period he's bought the broadcast/Internet company The Auction Channel, sold SegaWorld Sydney (which he created in conjunction with Sega itself in the mid-90s), and has also acted as stake-holding consultant in a Las Vegas-based gaming equipment supplier.

"I get bored easily", is Dyne's own take on why his life involves the sort of multi-tasking that would put professional plate-spinners to shame - and why he remains continuously on the look out for the next deal.

The Deal Maker

1) Hire the best professionals (lawyers, accountants) that are available. Even when you think they're too expensive and you're tempted to go one tier down, don't.

2) Hire local professionals. If you're a US publisher doing a deal in the UK, have a British law firm as well as your home team. If they've got subsidiaries in France and Germany, hire French and German experts, too.

3) Map out an exit strategy. There is no point in buying something if you've got no way of realising its value at a later date.

4) Plan and interview your management team pre-acquisition. Once the deal goes through, you hit the ground running and won't have time.

5) Make your management part of the deal. In all of my businesses, I've always made management a part of it. Make sure they've got equity, make sure they've got incentive plans.

An Insider's Guide to the Art of the Deal

6) When you're negotiating a deal, put yourself in the other person's position. Don't ask them to do anything that you wouldn't do in that position.

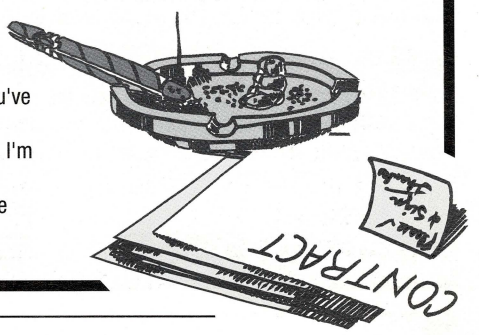
7) Cut a deal that everyone comes away happy with - the person across the table as much as yourself. Then you'll be able cut the next deal and the one after that and the one after that. If you try and snatch the last dollars on the table, you might close it out by the skin of your teeth, but there will be a lot of unhappy people out there. And you don't want unhappy people after any deal because it's a small world. You are bound to come across them again.

8) Honour your word whenever possible. But if you make a mistake, hold your hands up. Say you've made a mistake. Don't say 'I never agreed to that'. Say 'you know what, I'm sorry, I did agree to that, but I hadn't thought of it in this context and we're going to have to try and re-work it'.

9) Sit your team on your side of the table. Let everybody know who's on whose side. Make it clear - because it can be easy for it to be confused. If management are part of the bid, they're working for the seller, but they're going to be working for the buyer after the bid. So whose side are they on? And if you're not sure, throw them out of the room.

And finally...

10) If a deal looks too good to be true, have a good look round the table and spot the sucker. If you can't find him, leave - because it's almost certainly you.



THE OZISOFT STORY

There is one exception to Dyne's relentless cycle of buying and selling - the company he founded in 1982, Ozisoft.

That, he admits, is not a commodity to be measured by its share price or market worth. "There was never an exit plan with Ozisoft. That was always about passion and ambition. You could probably describe it as my child - and I've never been able to kick it out of the house, even though I haven't been involved in the actual day-to-day running of it for about five years.

"There was a period of six months in late '91/early '92 when we sold out to the First Pacific Group of Hong Kong, but I wasn't happy with the situation, it didn't feel right. So we got together with Sega to buy it back as a partnership. Initially it was a 50/50 company. Then, when their share rose to about 80 per cent in 1998, we bought them out.

"In December '98 we sold 62 per cent off to the Infogrames group, but we retain the rest of the equity and we still run it very much independently. In fact, no Infogrames people have been added to the management at all.

"It has worked incredibly well for the past 17 years. In the 1980s our market share was always 70 per cent+ and in the 1990s it varied between 35-60 per cent - so why tamper with it?"

Newswire

3DO recruits Silversmith

Manchester PR and marketing outfit Silversmith has been appointed by 3DO to handle the launch of its Player Manager 2000 title. The game is being released at the end of March and Silversmith will oversee the PR for the title, the production of the packaging and advertising creatives. Silversmith is already handling similar duties for 3DO's Crusaders of Might and Magic games.

Data Becker Nets sales

Data Becker has launched a sales-orientated website to accompany its products. The site, www.databecker.co.uk contains information on the firm's entire PC range, plus contact details for potential overseas distributors.

JoaG runs with Norton

Norton and Company has been appointed by Jack of all Games to handles its press and PR. The distributor has appointed the firm as it continues its expansion plans and looks to raise its profile within the publishing community.

PC Pilot takes off on Web

PC Pilot, the dedicated flight simulator magazine, has revamped its website. The updated site contains details of past and forthcoming issues, while key articles can also be downloaded. A chat option has also been included to allow sim fans to talk to each other online. Steer your browser to www.pcpilot.net.for more information.

Media Choice: Digital Press Kits

Company: Universal
Contact: www.userv.com

What Are They? DPKs are Digital Press Kits, a compact medium for presenting game or product information on one handy CD

Benefits: According to specialist Universal Services, DPKs are the best way for the industry to inform the press of 'marcomms' messages, such as new product details, launch dates, etc. Most notably, the use of the CD medium means DPKs can include screen shots, FMV sequences, AVI movies - even demos - in addition to text press releases

Available Formats: Currently Mac and PC. The DVD user base is not high enough for wide-scale PR yet

Lead Time: If all content is provided in one go, turnaround time can be just a couple of days

Current Clients: Interact, Saitek, Quickshot, CH Products, Suncom

Cost: Dependent on volume of order and the required content for DPK

Contact: Karl Dukes

Sitewatch

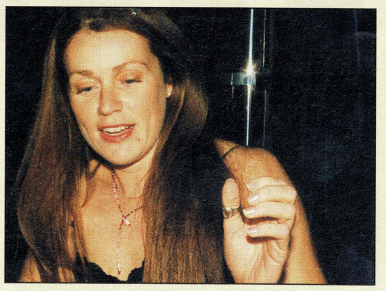
Crucial Entertainment

www.crucialentertainment.com

Crucial's new site acts as support for its growing range of budget titles. Sadly, the rather drab design does it no favours, with the pull-down menus making the site look a little dated. Nevertheless, it comprises a wide range of information on existing and forthcoming titles. It's just a pity it requires so much effort to find it.

Rating 3/5

Up Close & Personal: Jackie Seear, UK Marketing Manager, Guillemot



What was your first job in the industry?
Working for Laser Computers, a Dutch PC manufacturer, in 1990. That was back when 386 towers and suitcase-sized notebooks were hot properties.

What does your job at Guillemot entail?
Now I have product managers on board, my aim is to drive the business and penetrate new markets, working closely with UK general manager Michael Flanagan and our sales department.

Best thing about the job?
Never getting bored and stealing market share from our competitors.

And the worst?
Seeing the same old names still bandied around the industry - people who were crap when they were young and yet are still around. No, I'm not naming names.

Funniest memory?
We were in France for a sales and marketing meeting. I'd been with Guillemot for exactly one month and, on leaving a restaurant at midnight after a boozy night, I tried to take a short cut back to my chalet. The site was a big house surrounded by these chalets and a frog-filled moat. Unfortunately, the short cut took me straight into the moat. It took me three big strides to get to the other side, but I did stay upright...

Any secrets about Claude Guillemot?
I think he may have swam past me in the moat that fateful night.

MCV Forward Planner

Even our rival has recently admitted that MCV is the undisputed market leader for all sectors of the interactive entertainment industry sector. But whilst it may clone our style, it cannot get close to our circulation (in excess of 9,100) or our editorial quality. For news of upcoming special features and promotions, read on...

Issue 71 Friday February 4rd **Just Who Needs the Specialist Press?**
With games, children's software and educational products all having massively widened their audience base and improved their mainstream marketing in recent years, some believe that the importance of the monthly magazines has waned. MCV investigates how much power a review or preview might have in the eyes of retailers and consumers.

Issue 72 Friday February 11th **Milia 2000 Show Edition**
Showfloor Distribution **Total Circulation 13,000+**
As the industry prepares to jet off to Cannes for both the Milia exhibition and the Think.Tank conference, MCV provides an exhaustive and informed show edition. Some 4,000 copies of this issue will be distributed from both the showfloor and our booth (R13.26). To boost your trade marketing at this year's Milia event, contact Alex.Jarvis@mcvuk.com or call 01992 535647.

Issue 73 Friday February 18th **Milia 2000 Review**
Whilst most Milia visitors are still in their meetings or enjoying the beautiful Cannes surroundings, MCV's Milia News Team will be putting together a comprehensive editorial and pictorial report on Europe's premier interactive content exhibition and conference.

Issue 74 Friday February 25th **Official ABC Guide**
Following quickly after the announcement of the latest official circulation figures from the ABC, MCV provides a comprehensive round-up of the magazines covering the home computing and video games market in the UK. The cut-out-and-keep guide will include full contact details for each title, as well as up-to-date circulation figures.

Plus **Manufacturing and Fulfillment Services**
MCV looks at the latest developments from the major players in this often ignored, but vital sector of the market. For further information on marketing your services in this essential guide, contact Alex.Jarvis@mcvuk.com or call 01992 535647.

Advertising ☎ 01992 535647
Editorial ☎ 01992 535646

ED Games *is a leading distributor for the interactive entertainment industry, supplying the best entertainment products to the best resellers. With a huge product range including accessories, consoles and software and exlcusive lines such as McLaren and Skream. We are currently looking for the following people:*

Senior Sales Executive

In order to fully service our expanding client base and promote our products to our international accounts, we are looking for a senior sales executive to take on this challenging role. This position will require some travel, a great deal of client contact and two years experience.
This position offers an excellent basic salary plus bonus scheme.

Sales Executives x 3

These positions are to promote all the new ranges of products directly to the independent sector of the industry. If you have experience of independent retail and you are looking for a change, or you have sales experience and you want to move to an exciting company with an expanding product portfolio, then this could be the move for you! An excellent package is offered and the chance to take your career to the next level.

All positions are based in our offices in Warfield, Berkshire.

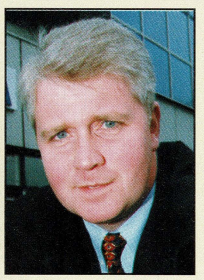
Please send your CV to the following address:

ED Games
Brookfield Farm House
Bracknell Road
Warfield, Berkshire. RG42 6BH

If you would like more information, please contact **Mr Igor Cipoletta** on **01344 885513**

Trio join Gameplay board, Dale is back

... plus EA restructures PR department, Guillemot hires Fletcher, Future duo quit for new venture and Clare joins Software Creations



Leading online retailer Gameplay has appointed three new board members from within its ranks. **AMOS MANESSEH** becomes director of television, **VALENTINA BRITTEN** (*left*) is now director of strategic planning and **IAN KENYON** steps up to the position of content director. Meanwhile, the firm's erstwhile marketing director **ANDY MEE** (*right*) has been promoted to sales and marketing director.

Electronic Arts has shuffled its UK PR pack with two internal appointments. **STEVE WATERTON** joins the team to take responsibility for the Electronic Arts and Jane's labels, as well as affiliates. **LIDIA STOJANOVIC**, who already handles the Westwood Studios portfolio, takes on additional responsibility for the Origin and Maxis brands.

LEE CLARE has left his post as producer at Infogrames to take up the same role at Manchester-based developer Software Creations.

CASPAR FIELD, formerly editor of DC-UK and **JON JORDAN**, ex-Edge writer, have both quit Future Publishing to launch a new magazine, as yet untitled, to be based in London.

NICK WITCHER, sales and marketing executive for Games Domain is moving to online gaming site Havas/WON.net where he will take up the post of marketing manager.

Guillemot has announced **PJ FLETCHER** as its new UK sales manager. He joins the firm from peripherals specialist Logitech.

Upwardly mobile French publisher Titus has signalled its intent to carry on growing with the appointment of **PASCAL SAMARAN**, formerly a senior executive of the Paris Bourse, as head of strategy and acquisitions.

Acclaim's global management resource has been bolstered by the addition of **MARK BILGER** as executive vice president in charge of worldwide product development. He will oversee the publisher's six internal studios, as well as all third party projects.

US chip manufacturer S3 has strengthened its management team through an internal promotion and a senior appointment. **CLAUDE BARATHON** moves up from senior vice president of sales and marketing to become president of international operations whilst **STEVE KENNEDY** joins the firm as senior vice president of worldwide sales and marketing after ten years at Quantum Corporation.

GARY DALE, the man who headed up music giant BMG's attempt to establish an interactive division, has returned to the industry as a member of Take 2 Interactive's board of directors. Take 2 snapped up the assets of BMG's games arm when the music giant pulled out of the interactive market in 1998. Dale remains as senior vice president of international marketing at BMG Entertainment.

If you would like your company's appointments featured within our Industry Appointments page, simply email your details to **Lisa.Foster@mcvuk.com**. Alternatively, fax us on **01992 535648** or telephone the MCV Newsdesk directly with your information on **01992 535646**. Photos are particularly welcome.

MCV The Market for Home Computing & Video Games

Join The Market Leader

The company behind MCV UK & International has opportunities for:

Senior Editorial

A full-time position is available to someone with superior journalistic skills and industry knowledge. They will work on our core product (its current circulation is 9,100 and rising), with a fast-track to promotion and duties ultimately extending to management of major new print and online editorial projects.

Layout/Production Assistant

Reporting to our Designer and Production Manager in order to free up time for new MCV Media print and online projects, this vacancy offers a fantastic full-time or part-time opportunity. Applicants should have a good grounding in Quark Express and Adobe Photoshop with knowledge of the print process, although training where necessary will also be provided for the right applicant.

If you want to be part of the company that has taken the trade publishing sector by storm since its foundation just 18 months ago, write in confidence to Stuart Dinsey, MCV Media UK Ltd, St.Andrew House, 46-48 St. Andrew Street, Hertford SG14 1JA. Or email Stuart.Dinsey@mcvuk.com. Tel: 01992 535688.

MCV MEDIA **The New Force In Trade Publishing**

MCV Media UK Limited is a subsidiary of the publicly-listed Computec Media AG

BE PREPARED!
Register with
GAMES-JOBS
.com
NOT ALL JOBS ARE FOR LIFE...
If you did not get your copy of the Games-JOBS.com brochure with this MCV, please call David Smith Now:
0500 111 751
You never know when you might need it!
interactive SELECTION

HOME

This week, Matt Camp gets creative with Curious George and unearths the secrets of Egypt thanks to Computer Bookshops' new CD-ROM. Meanwhile, MGI introduces its new Makeover kit and Data Becker helps take the hassle out of home printing...

Makeover Magic

Available: **Out Now**
Supplier: **MGI Software**
Tel: **020 8574 5044**
Price: **£19.99**

MAKEOVER MAGIC comes from the company that produced the highly successful PhotoSuite range and is aimed specifically at the teenage girls sector.

The CD-ROM enables the the image-conscious user to perform Richard and Judy-style makeovers on a portrait photograph.

There are over 350 hairstyles to experiment with, from the sensible to the outrageous. Numerous make-up items are available, while accessories such as hats, glasses and jewellery can also be added for the finishing touch.

Teenage girls are not particularly well catered for in the PC sector so Makeover Magic should be well received.

CD Label Maker

Available: **Out Now**
Supplier: **Data Becker**
Tel: **01420 22707**
Price: **£14.99**

CD LABEL MAKER does exactly what it says on the box - the software helps in the design and printing of CD packaging.

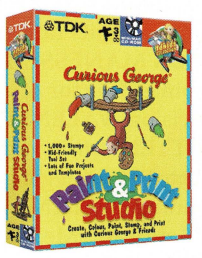
The software provides graphics and text styles for quick and easy design, but it is also possible to import images onto templates of both CD and packaging. In addition, colours and effects can be added and manipulated.

Included in the package is a selection of 40 pre-cut CD labels and inserts in various glossy and matt finishes.

As CD-writers become increasingly commonplace in the home, Data Becker's label maker could prove to be the perfect accessory for the PC enthusiast.

Curious George Paint & Print

Available: **Out Now**
Supplier: **TDK Mediactive**
Tel: **01462 456781**
Price: **£19.95**



TDK MEDIACTIVE continues its range of children's edutainment titles with Curious George - Paint and Print Studio.

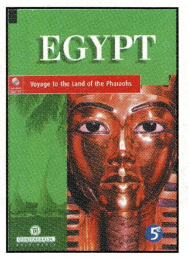
Featuring all the characters from the storybooks, Curious George promises to bring out the artist in any young user. There is a complete set of digital drawing and painting tools, a stamp kit featuring over 1,000 stamp designs and a library of design templates that includes gift cards, invitations and posters.

When the young Picasso is happy with his creation , he can then print out the image.

Curious George is a popular character and should appeal to kids and parents alike.

Egypt

Available: **Out Now**
Supplier: **Computer Bookshops**
Tel: **0121 778 3333**
Price: **£29.95**



EYGPT: Voyage to the Land of the Pharoahs is a multimedia exploration of the mysterious Ancient country.

In the style of an interactive documentary, the disc covers 6,000 years of Egyptian history using FMV, illustrations, essays and animated sequences.

The CD leads the user through the numerous topics that include art, architecture and legends.

In addition, for those who want to know more about the country, there are 200 hotlinks to Egypt-related websites.

It's an attractive and well designed product that should appeal to armchair historians and aspiring Eygptologists.

Release planner

An at-a-glance guide to new education, reference, lifestyle and utility PC titles on their way to retail...

BBC Multimedia
☎ **0181 222 1571**

Teletubbies (PlayStation)	February 3rd
Noddy (GBC)	February 17th

Computer Bookshops
☎ **0121 778 3333**

Encyclopedia for Smart Kids 1	February
Encyclopedia for Smart Kids 2	February
Rome: Crime, Passion and Power	March

Data Becker
☎**01420 22707**

Copy Station	January
Music Centre Pro	February
Monster Pack Sound Library	March

Disney Interactive
☎ **0171 734 1133**

Winnie the Pooh Toddler	February
Winnie the Pooh Pre-School	February
Winnie the Pooh Kindergarten	February
Toy Story 2 Print Studio	February
Toy Story 2 Activity Centre	February

Dorling Kindersley
☎ **0171 836 5411**

The Wiggles	February
Test for Success Age 11	March
Three Little Pigs	March

Europress
☎ **01625 855000**

Number Crew 1	January 28th
Number Crew 2	January 28th
Maths Key Stage 2	February 4th
A-Level Revision Maths	February 4th

Focus Multimedia
☎**01889 570156**

Kids Mensa	February
Fuzzy and Floppy	February
V-Mail	February
Route Finder France	February
Astrology for Lovers	February

Havas Interactive
☎**0118 929 0100**

After Dark 4.0	March 10th
Morph Artist	March 10th
Web Artist	March 10th
Print Artist	March 10th
Bear Sense of Adventure	March 3rd
PlayZone Fun Pack	March 17th
JA 2000 Baby & Ball	March 24th
Maths Blaster 5-7	March 31st
Maths Blaster 6-8	March 31st
Reading Blaster 4-6	March 31st
Reading Blaster 5-7	March 31st
Reading Blaster 6-8	March 31st

Mattel Interactive
☎ **01293 651300**

ClueFinders 5 & 6	February
ClueFinders 6 & 7	February
Orly's Draw A Story	February
Oxford University GCSE Guide	February
Play and Learn with Blinky Bill	March
Blinky Bill's Pre-school	March
Elmo's Number Journey (PSX)	March
Elmo's Letter Adventure (PSX)	March
Image Factory 200k & 500k	March
ClickArt 40k & 65k	March
Real Homes 3D Designer	March
3D Home Design Suite	March
3D Home Architect	March
Total 3D Landscape	March

Sherston Software
☎ **01666 843200**

Oxford Literacy Web - Sound Activities	February 1st
Oxford Literacy Web - The Big ABC	February 1st
Oxford Reading Tree Stage 5	February 20th

Tivola
☎ **0208 255 2442**

Max on the Moon	February
Oscar Drops into the Countryside	February

To ensure your company's inclusion in this invaluable retail guide to software products arriving outside the mainstream games area, send information and materials directly to **Matt Camp, MCV Media UK, St. Andrew House, 46-48 St. Andrew Street, Hertford, Herts SG14 1JA.** Tel: **01992 535646** Or email details to **Matt.Camp@mcvuk.com.**

HOME OFFICE TOP 25

1. Norton Antivirus 2000	Symantec
2. Virus Scan Classic	McAfee
3. Virus Scan/Uninstaller DLX	McAfee
4. ViaVoice Standard	IBM
5. Navigator/Utilities 2000	Symantec
6. McAfee Office 2000	McAfee
7. Norton System Works 2000	Symantec
8. Microsoft Works 2000	Microsoft
9. Quicken 2000 Standard	Intuit
10. KeyCad Complete	TLC
11. Microsoft Money 2000	Microsoft
12. Voice Express Standard v4	L & H
13. MS Office 2000 Pro	Microsoft
14. MS Works Suite 2000	Microsoft
15. MS Office 2000 Standard	Microsoft
16. Stationary Maker	Cosmi Europe
17. MS Money 2000 Suite	Microsoft
18. MS Office 2000 Pro	Microsoft
19. Norton Utilities 2000	Symantec
20. Microsoft Plus! W98	Microsoft
21. MS Office 2000 Premium	Microsoft
22. TextBridge Pro 9.0	Scansoft
23. Instant Accounting 2000	Sage
24. Front Page 2000	Microsoft
25. Partition Magic 5.0	PowerQuest

Source ELSPA/ChartTrack, December sales

In this week's dedicated Hardware section Matt Camp gets to grips with the latest PC peripherals from Boeder, Act Labs and SpectraVideo. Meanwhile, Promo Video brightens up the PlayStation and Planet gets trigger-happy on the Dreamcast format...

CrossCheck Joystick

Available: **Out Now**
Supplier: **Boeder**
Telephone: **0118 918 6600**
Price: **£24.99**

BOEDER BROADENS its range of PC gaming peripherals with the arrival of the CrossCheck Joystick.

The stick features a USB connection which adds simplicity to the unit's installation and comes with the neccessary software to programme functions.

There are 12 programmable action buttons and a twistable grip, all mounted on a strong, secure base. In addition, the CrossCheck Joystick features an eight-way hatswitch.

The market is littered with PC joysticks, but the sturdy nature of the product and its attractive price point should prove popular with enthusiast gamers.

Excellent.

Act Labs Gun System

Available: **This Month**
Supplier: **Act Labs (Dragonfly)**
Telephone: **0118 989 3959**
Price: **£89.99 (bundled with one game)**

LOOKING A LITTLE like the ray guns from old Flash Gordon shows, the Act Labs Gun System for PC is certainly an attractive and unusual looking package.

The guns, well built and boasting a smooth metallic finish, are apparently accurate to within three pixels and come with their own desk mounted holster.

A separate handheld device enables users to move around within a game by using the thumbstick.

The possibilities for the system are massive as it could be made compatible with first-person shooters rather than limiting its application to just shooters that are fairly rare on the PC format.

CD Shield

Available: **Next Moth**
Supplier: **FSV**
Telephone: **0207 865 3888**
Price: **£4.99**

CD SHIELD protects Compact Discs from everyday wear and tear with a semi-permanent transparent film that adheres to the underside.

The properties of the film are nearly identical to a CD's playing surface so it does not affect the efficency of the disc in any way. At the same time, it is as quick to remove as it is to apply.

A set of five CD Shields are supplied in a jewel case, so they can be stored alongside the user's CD collection.

CD Shield retails at a bargain £4.99, making it an excellent impulse-buy product that would accompany a customer's new CD-ROM purchase perfectly.

Gamer Pack

Available: **Out Now**
Supplier: **Planet Distribution**
Telephone: **01992 707400**
Price: **£19.99**

DESIGNED specifically for the Game Boy Colour, MadCatz' Gamer Pack offers a complete 'survival in a travel-bag' solution for playing on the move.

Products in the pack include a multi-link cable, light magnifier, stereo headphones and adjustable dividers to ensure that everything is kept secure.

An eight-pocket holder keeps game cartridges in place and there is also space for a Game Boy Colour and Game Boy Printer.

The actual travel bag has a carry handle and a padded lining to safeguard the contents against knocks and bumps.

It's bargain for the Game Boy peripherals alone...

PlayStation Graphics Kits

Available: **Next month**
Supplier: **Promo Video/Meerkats**
Telephone: **0181 903 3404**
Price: **£TBA**

PROMO VIDEO is aiming to add a splash of colour to the old, grey Sony box with the introduction of PlayStation Graphics Kits.

The kits consist of pre-cut labels that adhere firmly to the console and when the user grows tired of the makeover, they peel easily away leaving no sticky residue, ready for a new image.

The stars of the customising kits are surely the licensed Crash Bandicoot and Spyro the Dragon designs, but with new designs released every month there should be something for every one. Meanwhile, Dreamcast Graphics Kits are expected to follow.

An innovative new range.

PC TopDrive 3

Available: **Out Now**
Supplier: **SpectraVideo**
Telephone: **0208 902 2211**
Price: **£34.99**

SPECTRAVIDEO'S latest PC steering wheel peripheral is geared towards the new PC user and, as such, is simple to set up and easy to operate.

Comprising an analog wheel and pedals, it has a 10-inch diameter wheel with self-centring technology and a 'leather' finish.

There is also an eight-way directional control pad and four fire buttons. A wheel rotation select feature helps control the on-screen action.

Strong and robust, it should satisfy most wannabe racers.

CrossCheck Pad

Available: **Out Now**
Supplier: **Boeder**
Telephone: **0118 918 6600**
Price: **£19.99**

THE CROSSCHECK PAD from Boeder for the PC is USB based, making this quick and easy to install as it can be connected while the PC is running and automatically recognises it.

There are 14 programmable buttons on the pad plus an eight-way control switch with 360-degree movement.

As it is very easy to set up and sturdy in design, this is the perfect pad for users new to PC gaming and who are reluctant to use a keyboard for playing games.

Top stuff.

Dream Blaster

Available: **This month**
Supplier: **Planet Distribution**
Telephone: **01992 707400**
Price: **£24.99**

FRESH FROM clinching an official licence from Sega, MadCatz has wisely launched the Dream Blaster lightgun as one of its first peripherals for the Dreamcast console.

Similar in style to the Sega lightgun, Dream Blaster features a D-pad and slot for a VMU or rumble pack. For aesthetic appeal a row of LEDs light up the barrel of the gun when shots are fired.

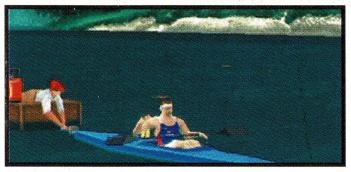
With Sega yet to release its lightgun as a standalone product, MadCatz' effort should appeal strongly to HOTD 2 fans who want to battle with a mate or shoot it out alone Matrix-style.

Bang on target.

If you would like your hardware products featured on this page, contact **Matt Camp** on 01992 535646. Please note that we require a visual and full marketing information.

ORDER TIPS

Konami unleashes a potential double-whammy in the form of International Track and Field 2 and ISS Pro: Evolution. Expect strong sales from NovaLogic's Delta Force 2 plus Acclaim's Dreamcast racer Re-Volt, too. And Infogrames' Eagle One may surprise...



International Track and Field 2

GENERAL INFORMATION

PlayStation

Genre: Sports
Developer: Konami
Publisher: Konami
Street date: February 11
Estimated street price: £34.99

PRODUCT INFORMATION — 4 players

While the simplistic gameplay elements have hardly changed since the original arcade offerings, the graphics have been given a 21st century revamp. A multitude of events are faithfully represented. Brilliant with four players.

3+ FP

MARKETING SUPPORT

Print Specialist, lifestyle and trade press ads expected

Misc. Heavyweight PR campaign, including competitions and promotions

P.O.S. Some material expected, such as jumbo boxes and posters

SALES POTENTIAL

A top title that will sell buckets. And should also ensure good sales of game pads and multi-taps too. Excellent.

ISS Pro: Evolution

GENERAL INFORMATION

PlayStation

Genre: Sports
Developer: KCEK
Publisher: Konami
Street date: February 25
Estimated street price: £39.99

PRODUCT INFORMATION — 4 players

Still devoid of the elusive licence that would push sales of the series into the stratosphere, ISS focuses on gameplay instead. Konami has once again created the closest representation of football for the PlayStation.

3+ FP

MARKETING SUPPORT

Print Specialist, lifestyle and trade press ads expected

Misc. Heavyweight PR campaign including competitions and promotions

P.O.S. Some material expected such as jumbo boxes and posters

SALES POTENTIAL

With FIFA 2000 still selling well, ISS will have its work cut out. The football connoisseurs will lap it up though. A hit.

Eagle One: Harrier Attack

GENERAL INFORMATION

PlayStation

Genre: Action
Developer: Glass Ghost
Publisher: Infogrames
Street date: February 4
Estimated street price: £39.99

PRODUCT INFORMATION — 2 players

The Harrier's VTOL capability ensures some cool moves as players can switch between 'Jet' and 'Hover' modes at will. Missions are separated by film footage, authentically adding substance to each sortie.

11+ FP

MARKETING SUPPORT

Print Specialist and lifestyle press advertising

Misc. Limited edition merchandise, broadcast, national, lifestyle and specialist press promotions

P.O.S. Posters, countertops, FSDUs

SALES POTENTIAL

An alternative to Namco's Ace Combat 3. Should appeal to the limited but growing PlayStation flight sim market.

Re-Volt

GENERAL INFORMATION

Dreamcast

Genre: Racing
Developer: Acclaim London
Publisher: Acclaim
Street date: February 4
Estimated street price: £39.99

PRODUCT INFORMATION — 4 players

The notion of racing remote controlled cars around real life locations is an appealing one. One of the few four player games available for the format. Weapons and power ups help drive the arcade action over 14 different tracks.

3+ FP

MARKETING SUPPORT

Print Ads in the specialist press during February. Covermounted demo with Official Dreamcast Mag

Misc. Comprehensive PR coverage in specialist and national press with promotions on children's TV

P.O.S. Posters, demos, countercards

SALES POTENTIAL

One of the better racers on Dreamcast at the moment. Should do good numbers at retail.

Toy Story 2

GENERAL INFORMATION

PC

Genre: Action
Developer: Disney/Pixar
Publisher: Infogrames
Street date: February 4
Estimated street price: £39.99

PRODUCT INFORMATION — 1 player

The Toy Story universe is certainly an attractive one and converts nicely into a game. Visually impressive, especially with a 3D card, players take on the role of the excellent Buzz Lightyear and take on missions similar to those in the film.

3+ L FP

MARKETING SUPPORT

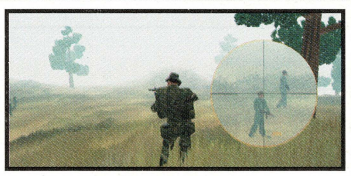
Cinema Six-week cinema campaign

Print Ads in computer, lifestyle and children's publications. Demo covermount with The Daily Mail

Misc. Covermount on packs of Coco Pops and Frosted Shreddies Competition on McDonalds trays

SALES POTENTIAL

A guaranteed hit with the release tied in perfectly with the film's UK debut. Strong licence, expect strong sales.



Delta Force 2

GENERAL INFORMATION

PC

Genre: Action
Developer: NovaLogic
Publisher: NovaLogic
Street date: February 4
Estimated street price: £34.99

PRODUCT INFORMATION — 1/network

One of the original 3D squad combat games gets a well deserved sequel. The title boasts vast open spaces thanks to its Voxel technology. Incredibly detailed, even the weather can affect bullet trajectory.

15+ FP

MARKETING SUPPORT

Print Four-month specialist and lifestyle press advertising

Misc. Promotional merchandise, PR campaign. European website launch highlighting the game

P.O.S. Standees, posters, banners, jumbo boxes, demos

SALES POTENTIAL

A worthy sequel. NovaLogic's £250,000 marketing spend will help ensure strong sales at retail.

MCV Hotlist

Get your pre-orders confirmed for these hot titles...

DREAMCAST					
Re-Volt	Racing	Acclaim	0171 344 5000	Open	**February 4th**
Resident Evil 2	Action	Virgin	0171 551 0000	Centresoft	**February 4th**
Deadly Skies	Action	Konami	01895 470500	Open	**February 18th**
Crazy Taxi	Driving	Sega	0181 995 3399	Gem	**February 25th**
NBA 2000	Sports	Sega	0181 995 3399	Gem	**March 3rd**
PLAYSTATION					
Gran Turismo 2	Racing	SCEE	0171 533 1400	Centresoft	**January 28th**
Toy Story 2	Action	Activision	01895 456700	Centresoft	**February 4th**
Resident Evil 3: Nemesis	Action	Eidos	0181 636 3000	Centresoft	**February 18th**
ISS: Evolution	Sports	Konami	01895 470500	Open	**February 25th**
NINTENDO 64					
Toy Story 2	Action	Activision	01895 456700	THE Games	**February 4th**
Castlevania 2	Action	Konami	01895 470500	Open	**February 2000**
Pokemon Stadium	RPG	Nintendo	01703 653377	THE Games	**March 31st**
Perfect Dark	Action	Nintendo	01703 653377	THE Games	**April 2000**
PC					
Battlezone II	Action	Activision	01895 456700	Centresoft	**January 28th**
Delta Force 2	Action	Novalogic	01908 575600	Open	**February 4th**
Le Mans 24 Hour	Racing	Infogrames	0161 827 8000	Centresoft	**February 18th**
Messiah	Action	Interplay	0171 551 0000	Centresoft	**March**
GAME BOY					
Toy Story 2	Action	Activision	01895 456700	THE Games	**February 4th**
Wario Land 3	Action	Nintendo	01703 653377	THE Games	**February**
Resident Evil	Action	Virgin	0171 551 0000	Centresoft	**February**

Key to our weekly product guide

- Indicates that MCV considers the product particularly suitable for in-store display.
- 18+ MCV's predicted voluntary or BBFC rating.
- L Indicates that the game has a licence attached to it. The arrow points upwards if the licence adds value at retail, down if not.
- FP indicates a full-price release, BC is a back-catalogue title. ED indicates expansion disc.

PLANET DISTRIBUTION

PlayStation LEGO nu-gen PC CD-ROM KEMCO SEGA NINTENDO64 MADCATZ VideoLogic PHILIPS DVD VIDEO COLUMBIA TRISTAR HOME VIDEO Buena Vista Home Entertainment PLANET DVD BANDAI

TEL.01992 707 400 | The largest distributor of multi-format leisure products in the UK | TEL.01992 707 400

The toys are back in town

Toy Story 2 is released next week alongside the acclaimed Pixar movie, with success virtually guaranteed. And the N64 gets its first taste of survival horror with Virgin's **Resident Evil 2**...

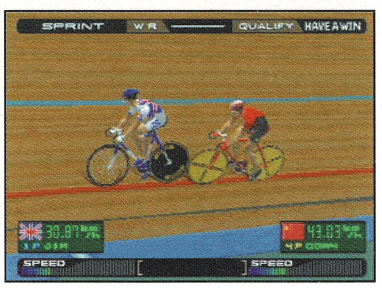
	TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR	RELEASE DATE	DEVELOPER
FROM NEXT FRIDAY	12 O' Clock High	PC	Strategy	Take 2	01753 854444	Jack of all Games	February 4th	Talonsoft
	Cricket 2000	PSX	Sports	EA	01753 549442	Pinnacle	February 4th	EA Sports
	Eagle One Harrier Attack	PSX	Action	Infogrames	0161 827 8000	Centresoft	February 4th	Glass Ghost
	Football Manager	GBC	Strategy	Acclaim	0171 344 5000	Open	February 4th	Acclaim Studios
	Grandia	PSX	RPG	Ubi Soft	0181 944 9000	Pinnacle	February 4th	Ubi Soft
	Missile Command	PSX	Action	Hasbro	0181 569 1234	Centresoft	February 4th	Atari
	Resident Evil 2	N64	Action	Virgin Interactive	0207 551 0000	Centresoft	February 4th	Capcom
	Re-Volt	DC	Racing	Acclaim	0171 344 5000	Open	February 4th	Acclaim Studios
	South Park Rally	PC/PSX	Racing	Acclaim	0171 344 5000	Open	February 4th	Acclaim Studios
	Tee-Off	DC	Sports	Acclaim	0171 344 5000	Open	February 4th	Acclaim Studios
	Tiger Woods PGA 2000	PSX	Sports	EA	01753 549442	Pinnacle	February 4th	EA Sports
	Tiny Tank	PSX	Action	Sony	0171 533 1400	Centresoft	February 4th	MGM
	Toy Story 2	PSX/N64	Action	Activision	01895 456700	Centresoft	February 4th	Disney/Pixar
	Toy Story 2	PC	Action	Infogrames	0161 827 8000	Centresoft	February 4th	Disney/Pixar
FROM 10TH FEBRUARY	NBA 2000	DC	Sports	Sega	0181 995 3399	Gem	February 10th	Visual Concepts
	Dune 2000	PSX	Strategy	EA	01753 549442	Pinnacle	February 11th	Westwood
	Ergheiz	PSX	Fighting	Sony	0171 533 1400	Centresoft	February 11th	Square
	Int. Track and Field 2	PSX	Sports	Konami	01895 470500	Open	February 11th	Konami
	Nerf Arena Blast	PC	Action	Hasbro	0181 569 1234	Centresoft	February11th	Hasbro
	Supercross 2000	N64	Racing	EA	01753 549442	Pinnacle	February 11th	EA Sports
	The Sims	PC	Strategy	EA	01753 549442	Pinnacle	February 11th	Maxis
	Tiger Woods PGA Tour	GBC	Sports	THQ	01483 767656	Open	February 11th	THQ
	Zombie Revenge	DC	Action	Sega	0181 995 3399	Gem	February 11th	Sega
	Beetle Crazy Cup	PC	Racing	Infogrames	0161 827 8000	Centresoft	February 18th	Infogrames
	Cyber Tiger	N64	Sports	EA	01753 549442	Pinnacle	February 18th	EA Sports
	Deadly Skies	DC	Action	Konami	01895 470 500	Open	February 18th	Konami
	FA-18	PC	Flight Sim	EA	01753 549442	Pinnacle	February 18th	Jane's
	Final Fantasy VIII	PC	RPG	Eidos	0181 636 3000	Centresoft	February 18th	Squaresoft
	Int. Track and Field	GBC	Sports	Konami	01895 470500	Open	February 18th	Konami
	Marvel Vs. Capcom	PSX	Fighting	Virgin Interactive	0207 551 0000	Centresoft	February 18th	Capcom
	Nuclear Strike 64	N64	Action	THQ	01483 767656	Open	February 18th	THQ
	Rally Championship	PSX	Driving	EA	01753 549442	Pinnacle	February 18th	EA Sports
	Resident Evil 3: Nemesis	PSX	Action	Eidos	0181 636 3000	Centresoft	February 18th	Capcom
	Rising Sun	PC	Strategy	Take 2	01753 854444	Jack of all Games	February 18th	Talonsoft
	Soldier of Fortune	PC	Action	Activision	01895 456700	Centresoft	February 18th	Ravensoft
	Vigilante 8: 2nd Offence	N64	Driving	Activision	01895 456700	Centresoft	February 18th	Activision
	Business Tycoon	PC	Strategy	Ubi Soft	0181 944 9000	Pinnacle	February 25th	Ubi Soft
	Crazy Taxi	DC	Driving	Sega	0181 995 3399	Gem	February 25th	Sega
	EPGA Golf	N64	Sports	Infogrames	0161 827 8000	Centresoft	February 25th	Infogrames
	F/A-18E Super Hornet	DVD	Flight Sim	Virgin Interactive	0207 551 0000	Centresoft	February 25th	Digital Integration
	Fighter Maker	PSX	Fighting	Virgin Interactive	0207 551 0000	Centresoft	February 25th	ASCII

A to Z

12 O'Clock High	February 4th
Beetle Crazy Cup	February 18th
Business Tycoon	February 25th
Crazy Taxi	February 25th
Cricket 2000	February 4th
Cyber Tiger	February 18th
Deadly Skies	February 18th
Dune 2000	February 11th
Eagle One Harrier Attack	February 4th
EPGA Golf	February 25th
Ergheiz	February 11th
Evolution	February 25th
F/A-18E Super Hornet	February 25th
FA-18	February 18th
Fighter Maker	February 25th
Final Fantasy VIII	February 18th
Football Manager	February 4th
Grandia	February 4th
Int. Track and Field	February 18th
Int. Track and Field 2	February 11th
Invictus	February 25th
ISS Pro: Evolution	February 25th
Janosh	February 25th
Konami Winter Games	February 25th
LOK: Soul Reaver	February 25th
Marvel Vs. Capcom	February 18th
Missile Command	February 4th
NBA 2000	February 10th
Nerf Arena Blast	February11th
Nuclear Strike 64	February 18th
Rally Championship	February 18th
Resident Evil 2	February 4th
Resident Evil 3: Nemesis	February 18th
Re-Volt	February 4th
Rising Sun	February 18th
Soldier of Fortune	February 18th
South Park Rally	February 4th
Supercross 2000	February 11th
Tee-Off	February 4th
The Sims	February 11th
Tiger Woods PGA 2000	February 4th
Tiger Woods PGA Tour	February 11th
Tiny Tank	February 4th
Toy Story 2	February 4th
Vigilante 8: 2nd Offence	February 18th
Zombie Revenge	February 11th

Toy Story 2 buzzes onto PlayStation, PC and N64

Pre-Sell



Int. Track and Field 2

Released: **February 11th**

Format: **PlayStation**

Genre: **Sports**

Publisher: **Konami**

Tel: **01895 470500**

ISS Pro: Evolution

Released: **February 25th**

Format: **PlayStation**

Genre: **Sports**

Publisher: **Konami**

Tel: **01895 470500**

PlayStation World

"Simple fun that offers a change from heavy plots, fighting and driving games. Gamers who enjoy multiplayer games will get even more from this."

8/10

Extreme PlayStation

"ISS takes on FIFA 2000, Premier League Stars, UEFA Striker, This is Football and more. It beats them all."

94%

PlayStation Plus

"For post-club PlayStationing, you don't get much better than this. It's an absolute belter with three mates and a multi-tap. Looks the business."

9/10

Computer and Video Games

"There's no argument: ISS is the football game of choice for the discerning gamer."

5/5

Computer and Video Games

"The sequel stays true to a very basic formula while delivering amazing visual improvements and some new events."

5/5

Edge

"As a representation of its real life inspiration, ISS is virtually peerless. It is without question the most well observed, tactically astute game."

9/10

Konami Release Guide

Title	Format	Date
Int. Track and Field 2	PSX	February 11th
Deadly Skies	DC	February 18th
Int. Track and Field	GBC	February 18th
Konami Winter Games	PSX	February 25th
ISS Pro: Evolution	PSX	February 25th
Konami Collection 2	GBC	February
Castlevania: Legacy	N64	February
Beatmania: European Edit	PSX	March
NBA in the Zone 2000	PSX	March
NBA in the Zone 2000	N64	March
NBA in the Zone 2000	GBC	March
Azure Dreams	GBC	March
Cross Country Racing	GBC	March
Vandal Hearts 2	PSX	March

High flying Konami offers Deadly Skies next month

JACK OF ALL GAMES
The Next Generation Multimedia Distributor
Contact us on tel:01525 244222. email:sales@jackofallgames.co.uk. www.jackofallgames.co.uk

DIRECTORY

To advertise on these pages please contact: Alex Jarvis or Richard Cross, **Telephone:** 01992 535647, **Fax:** 01992 535648 or e-mail at **Email:** richard.cross@mcvuk.com **Address:** MCV Media UK, St. Andrew House, 46-48 St. Andrew Street, Hertford, Hertfordshire SG14 1JA

THE CHEAPEST WAY TO REACH 9,100 TRADE READERS

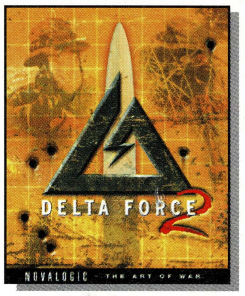
MCV CLASSIFIED ESSENTIAL CONTACTS

Rates: £20 per column centimetre, £100 per single column box (5cm x 5cm), £200 per two column box (10cm x 5cm), £250 per full bleed banner strip. Please phone for other size and/or position requirements.

VISA MasterCard SWITCH DELTA

DISTRIBUTION

GAUNTLET
ENTERTAINMENT
Tel: 01908 575600
Fax: 01908 564587
Talon House, Presley Way, Crownhill, Milton Keynes MK8 0EE



SRP £34.99

Delta Force 2
PC CD-ROM
CODE: NV0321

'Readers Most Wanted Game' - PC Gamer

POS Available

E-mail: gauntlet.entertainment@gauntlet.co.uk

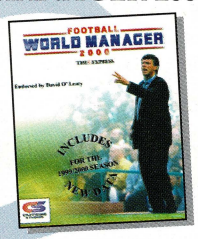
Ideal SOFTWARE & SYSTEMS
£££££ SAVE £££££
FREE DELIVERY
for new customers on first order
Please Quote MCV0045 Minimum order £100
£££££ SAVE £££££
Tel: +44 (0) 1767 689720
Fax: +44 (0) 1767 689740

Playware Distribution Ltd
Suppliers of PSX, N64, CD-ROM, Game Boy & DVD to independent retailers
Tel: +44 (0) 1933 396596
Fax: +44 (0) 1933 396597

WUNDAY DISTRIBUTION
Suppliers of PlayStation & Dreamcast
Independents or Distributors Call
Tel: 01908 55 90 74
Fax: 01908 55 90 73
Best prices paid for overstocks

INTERSOFT ENTERTAINMENT
Suppliers of software & accessories
PlayStation NINTENDO64 GAME BOY PC CD Dreamcast
Independents or Distributors call
raz@intersoftent.freeserve.co.uk
Tel: 01327 70 30 30
Fax: 01327 70 33 97

PINNACLE SOFTWARE
Bringing You The Very Best
RELEASE OF THE WEEK
FOOTBALL WORLD MANAGER 2000



PC - DFWPCD158
BGC -DTSGBC639
PINNACLE SOFTWARE,
The Teardrop Centre, London Road, Swanley, Kent BR8 8TS.
Telesales: 01322 665652
Fax: 01322 619259

PREMIER GAMES DISTRIBUTION
Suppliers of games, consoles and accessories
PSX N64 Dreamcast
Tel: 0161 797 6070
Fax: 0161 797 6304

CMT GAMES DISTRIBUTION
WANTED
Clearance & Overstocks
Console Software & Accessories
Tel: 0113 245 8110
Fax: 0113 245 8113

DISTRIBUTION

edgames
Videogames
Consoles
Accessories
The best entertainment products for the best resellers
Tel: 01344 885513 Fax: 01344 885521
email: info@edgames.com website: www.edgames.com

---

et cetera
The very best in computer music and sound.
For high quality sound cards, speakers, music and DJ software from Yamaha, Cakewalk, Videologic and many more call Charles on
01706 228 039
www.etcetera.co.uk

To be included on these pages call **Richard Cross**
Tel: 01992 535647 Fax: 01992 535648

BUDGET UK LTD.
Wholesalers of Computer Games, Consoles & Accessories
Tel: 01204 846301
Fax: 01204 492595
E-mail: sales@budgetuk.freeserve.co.uk
Website: www.budgetuk.freeserve.co.uk
Sales: Richard, Michael or Stuart

Big Boyz Toyz
We will consider all your overstocks and surplus stocks
www.bigboyz.freeuk.com
01582-674113

STRESS MANAGEMENT/MASSAGE

On-Site Massage
HEAD TO TOE
Stress Management
We specialise in hands on Stress Management & Chair Massage, we can come to your office/conference etc
Call now for your FREE Demonstration
Let us make you feel WONDERFUL
01454 618917 home
07971 813721 mobile

problems@publishing.com?

ACCESSORIES

nYko

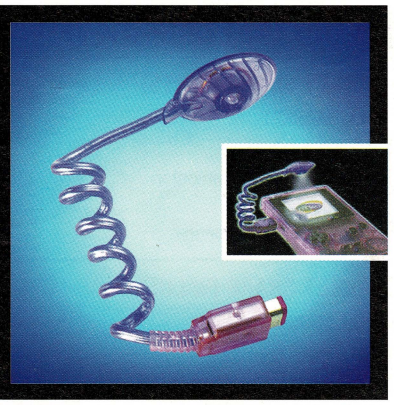
WORMLIGHT

Exclusive UK Agent

Meerkats Interactive

Tel: 0181 903 3404
Fax: 0181 903 1987

Distributed in the the UK by KOCH



CASES, PACKAGING AND PROMOTION

Specialists in Replacement Cases & Packaging items

- CD album cases
- CD single cases
- Trays (coloured or clear)
- Cassette cases
- Video cases
- Polythene sleeves
- Computer game cases
- Mailing envelopes
- Window displays
- PVC sleeves for 7" 10" 12" and CD
- DVD cases

plus much more
Phone for samples and 13 page stock list

Sounds (Wholesale) Limited

Telephone: 01283 566823
Fax: 01283 568631
Unit 2, Park Street, Burton on Trent, Staffs. DE14 3SE
Credit Cards Accepted

CARRIER BAGS BY AIRBORNE

Catalogue also on PC Disk

LEICESTER
TEL 0116 - 253 6136
FAX 0116 - 251 4485

STAND DESIGN

B E A M

IMAGINEERING

ECTS Stand Designers

Experienced project management

contact Simon Green
+44 (0) 171.255 5266
or visit our website
s-green@easynet.co.uk

DISK REPAIR

CD REPAIR SERVICE

Don't throw away your scratched Cd's

DVD's, Music Cd's, Video Cd's, PlayStation, Dreamcast, PC etc

We can repair them
95% Success rate!

Special Offer **£1** per CD

Discount in bulk orders

Datacomm

01582 674114

SCANNERS/DIGITAL CAMERAS

Meroncourt Ltd

For AGFA Scanners and Digital Cameras

Suppliers of new and refurbished AGFA Scanners and Digital Cameras to the Independent Retailer

Full range of Spares and Accessories in stock including: Automatic Document Feeders, Transparency Hoods, Power Supply Units, Leads and Replacement Software

AGFA **UK Approved Service Centre**

Unit 1, Umo Business Park, Blackhorse Road, Letchworth, SG6 1HR

Tel: 01462 680 060 **Fax:** 01462 680 070
E-mail: Sales@Meroncourt.com
WWW.MERONCOURT.COM

STORE FITTINGS

iD

The Games Store Fittings Specialist

International Displays
Email: **idsales@cwcom.net**
Tel: **01480 414204**
Fax: **01480 414205**
www.idsales.cwc.net

RETAIL REFERENCE

Game Guide

THE monthly trade hound for ALL game info

The Monthly national TRADE guide to Sega, Nintendo, Playstation & PC CD-ROM entertainment software. Woof!

Want to make sure you get the best out of our business? The Game Guide EPOS system is everything you will ever need to run the **retail** and **rental** side of your business.

CALL NOW, FOR A FREE INFORMATION PACK

Game Guide Publications, 18 Old Gate Close, Middlewich, Cheshire CW10 OPG **Tel:** 01606 836347
E-mail: info@gameguide.co.uk **Web:** www.game-guide.co.uk

MANUFACTURING SERVICES

NEW!

DigiCarD

DigiCard CDRecordable for one off presentations - inkjet printable, bureau service available.

The e business card solution for multimedia applications & showreels.
Available in 18Mb and 30Mb.

call 0207 287 3141
www.digiverse.co.uk
Email sales@digiverse.co.uk

Digiverse
a Cambridge Multimedia Group company

PRESSING & SERVICE CDA SOVEREIGN

AUTHORING AND PREMASTERING
MASTERING
DUPLICATION
PACKAGING

DVD CD

www.cda.de

CDA Compact Disc Limited
5th Floor, Regal House, 68 London Road, Twickenham, Middx., TW1 3QS
phone: +44 - 208 - 7442111, fax: +44 - 208 -7440141, e-mail:sales@cdacomdisc.com

Management of Audio & Multimedia Manufacturing

CEEMA Productions offers hands-on manufacturing experience within the Audio and Multimedia industry. We are committed to providing our Customers with QUALITY products, a personal SERVICE and of course, affordable PRICES.

Through our knowledge of the industry, and without all three of the above ingredients, we would be "JUST ANOTHER COMPANY". Obviously this is not our aim.

We understand that service is very important, but so is the cost. Therefore we have combined the two. However, in the search for UK based suppliers, we also demanded that the quality of our Customers products must not suffer either.

In satisfying our strict criteria, we successfully manage the manufacturing of the following:

- CD Audio
- CD-Rom
- DVD
- Audio Cassette
- Vinyl Records
- Video Cassette
- Packaging
- Print

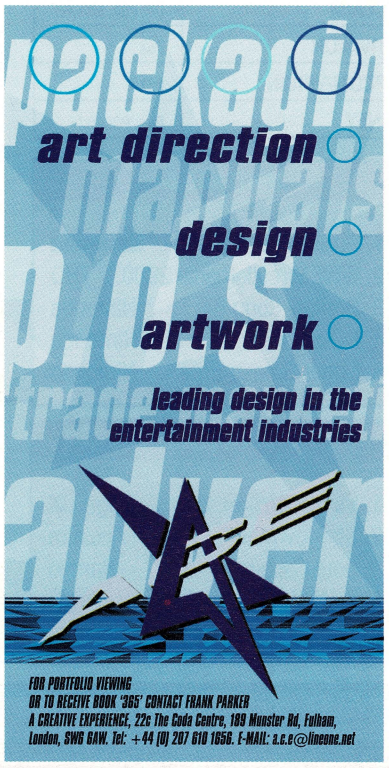
CEEMA PRODUCTIONS LTD

Cromer House, 1 Caxton Way, Stevenage, Hertfordshire SG1 2DF England

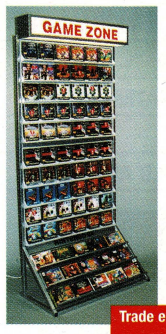
Tel: +44 (0) 1438 316888
Fax: +44 (0) 1438 316999
e-mail: ceemaltd@aol.com

To advertise here call
Tel: 01992 535647

DESIGN SERVICES


art direction
design
artwork
leading design in the entertainment industries
FOR PORTFOLIO VIEWING
OR TO RECEIVE BOOK '365' CONTACT FRANK PARKER
A CREATIVE EXPERIENCE, 22c The Coda Centre, 189 Munster Rd, Fulham, London, SW6 6AW. Tel: +44 (0) 207 610 1656. E-MAIL: a.c.e@lineone.net

DISPLAY STANDS



AMA Fabrications, Europe's No.1 for Display Stands

Pictured here is the GUW150 display stand. One of over 80 models available for Dreamcast, Playstation, Nintendo 64, DVD, PC CD ROM & Video, or even a combination of either some or all of them.

Trade enquiries welcome, discounts available for quantity orders

OVER 80 MODELS

Our stands come flat packed and can be assembled within minutes. All our stands are offered in a wide range of powder coat finishes or combinations.

Please feel free to call us for your colour brochure pack.

A·M·A FABRICATIONS

Low Mill Lane, Ravensthorpe Industrial Estate, Dewsbury, West Yorkshire, WF13 3LN

Tel: +44(0) 1924 507 217
Fax: +44(0) 1924 507 216
Email: sales@ama-fabs.co.uk
www.ama-fabs.co.uk

solutions@the-producers.co.uk

NOT ALL SOLUTIONS ARE BLACK AND WHITE

THE PRODUCERS™

UK CONSUMER SOFTWARE CHARTS

DREAMCAST PLAYSTATION PC N64 GAME BOY

Every week **MCV** brings you an at-a-glance guide to the UK market's top-selling software titles
All data supplied by ChartTrack and ELSPA

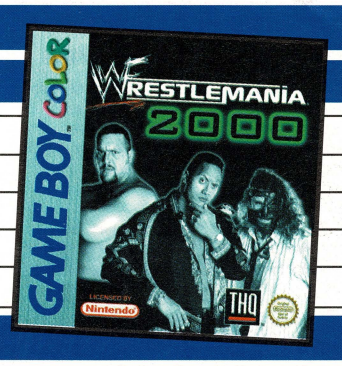
Market Breakdown (Week ending Jan 22nd)

MARKET SHARE (UNITS)		% CHANGE
TOTAL MARKET		-9
Full Price Console	28.5%	-12
Full Price Home Computer	20%	-8
Budget Console	23.2%	-12
Budget Home Computer	28.3%	-3

MARKET SHARE (VALUE)		% CHANGE
TOTAL MARKET		-8
Full Price Console	38%	-8
Full Price Home Computer	16.1%	-11
Budget Console	9.2%	-11
Budget Home Computer	36.7%	0

SINGLE FORMAT BEST-SELLERS

Format	Title	Label	Publisher
PLAYSTATION	FIFA 2000	EA SPORTS	EA
NINTENDO 64	SUPER MARIO 64	NINTENDO	NINTENDO
PC CD-ROM	CHAMPIONSHIP MANAGER 99/00	EIDOS	EIDOS
GAME BOY COLOUR	WWF WRESTLEMANIA 2000	THQ	THQ
DREAMCAST	VIRTUA STRIKER 2	SEGA	SEGA UK



ALL FORMATS TOP 40

This Week	Last Week	Title	Label	Format
1	1	FIFA 2000	EA SPORTS	PSX, PC
2	2	TOMORROW NEVER DIES	MGM/EA	PSX
3	4	CHAMP. MANAGER 99/00	EIDOS	PC
4	3	TOMB 4: LAST REVELATION	EIDOS	PSX, PC
5	NEW	VIRTUA STRIKER 2	SEGA	DC
6	9	CRASH BANDICOOT 2	SONY	PSX
7	5	DRIVER	GT INTERACTIVE	PSX, PC
8	10	CRASH TEAM RACING	SONY	PSX
9	8	COLIN MCRAE RALLY	CODEMASTERS	PSX, PC
10	7	GRAN TURISMO	SONY	PSX
11	6	MEDAL OF HONOUR	EA	PSX
12	11	TEKKEN 3	NAMCO/SONY	PSX
13	12	AGE OF EMPIRES II	MICROSOFT	PC
14	13	WORMS ARMAGEDDON	INFOGRAMES/HASBRO	PSX, PC, N64, GBC
15	14	GRAND THEFT AUTO	TAKE 2	PSX, PC, GBC
16	16	WWF WRESTLEMANIA 2000	THQ	N64, GBC
17	17	SHADOWMAN	ACCLAIM	DC, PSX, N64,PC
18	RE	T. HAWK'S SKATEBOARDING	ACTIVISION	PSX
19	15	DINO CRISIS	CAPCOM/VIRGIN	PSX
20	21	MICKEY'S WILD ADVENTURE	DISNEY	PSX, PC
21	26	RESIDENT EVIL 2	VIRGIN	PSX, PC
22	18	GRAND THEFT AUTO 2	TAKE 2	PSX, PC
23	28	CROC	FOX/EA	PSX, PC, SA
24	20	QUAKE III ARENA	ID/ACTIVISION	PC
25	21	MISSION IMPOSSIBLE	INFOGRAMES	PSX, N64
26	22	TOMB RAIDER 2	EIDOS	PSX, PC
27	24	RAINBOW SIX	RED STORM	PSX, N64, PC
28	NEW	ACE COMBAT	NAMCO/SONY	PSX
29	27	MUSIC 2000	CODEMASTERS	PSX
30	23	RAYMAN	UBI SOFT	PSX, PC
31	30	WWF ATTITUDE	ACCLAIM	PSX, N64, GBC, DC
32	36	SUPER MARIO 64	NINTENDO	N64
33	29	FA PREM. LEAGUE MGR 2000	EA	PSX, PC
34	32	THE RUGRATS	THQ	PSX, GBC
35	31	LMA MANAGER	CODEMASTERS	PSX
36	37	COOL BOARDERS 2	SONY	PSX
37	RE	HERCULES	SONY	PSX, PC
38	19	PLANESCAPE TORMENT	INTERPLAY	PC
39	34	SPYRO THE DRAGON 2	SONY	PSX
40	RE	TARZAN ACTION GAME	DISNEY/SONY/ACTIVISION	PC, PSX, GBC

PLAYSTATION: FULL-PRICE

1. FIFA 2000	EA
2. Tomorrow Never Dies	EA
3. Tomb Raider 4	Eidos
4. Crash Team Racing	Sony
5. Medal of Honour	EA

NINTENDO 64

1. Super Mario 64	Nintendo
2. WWF Wrestlemania 2000	THQ
3. Donkey Kong 64	Nintendo
4. F-Zero X	Nintendo
5. Super Smash Bros	Nintendo

PC CD-ROM: FULL-PRICE

1. Champ Man. 99/00	Eidos
2. Age of Empires II	Microsoft
3. Quake III Arena	id/Activision
4. Planescape Torment	Interplay
5. Tomb Raider 4	Eidos

GAME BOY COLOUR

1. WWF Wrestlemania 2000	THQ
2. Super Mario Bros.	Nintendo
3. Zelda DX	Nintendo
4. The Rugrats	THQ
5. Looney Tunes	Infogrames

PLAYSTATION: BUDGET

1. Crash Bandicoot 2	Sony
2. Gran Turismo	Sony
3. Tekken 3	Sony
4. C. McRae Rally	Codemasters
5. Mickey's Wild Adventure	Disney

DREAMCAST

1. Virtua Striker 2	Sega UK
2. Shadowman	Acclaim
3. Soul Calibur	Namco
4. J. White's 2: Cueball	Virgin
5. Sonic Adventure	Sega

PC CD-ROM: BUDGET

1. Hidden & Dangerous	Take 2
2. Theme Hospital	EA
3. Virus Scan Classic	McAfee
4. R. Tycoon Add-On	Hasbro
5. Grand Theft Auto	Take 2

GAME BOY MONO

1. Pokemon Red	Nintendo
2. Pokemon Blue	Nintendo
3. Metroid 2	Nintendo
4. Donkey Kong Land	Nintendo
5. Tennis	Nintendo

ChartTrack ELSPA

All information printed above is the strict copyright of ChartTrack and ELSPA. For more information, subscribe to the ChartTrack Weekly Report. Contact ELSPA at Station Road, Offenham, Near Evesham, Worcestershire WR11 5LW. Tel: 01386 830642.

ChartTrack collects sales data from more than 4,000 UK outlets. Supporting retailers include Argos, Asda, Blockbuster, Comet, Currys, Dixons, Electronics Boutique, Game Ltd., HMV, John Menzies, MVC, Our Price, PC World, Staples, Tempo, Virgin, WH Smith, Woolworths and a small selection of independents

EuroTalk interactive®

Advanced English with INSPECTOR MORSE

INNOVATION
Hybrid PC/Mac DVD ROM as a language learning tool

MOVIE ROLE
Choose your favourite scene and give yourself the role of one of 9 characters

ON-SCREEN GAME-SHOW
Play against an on-screen competitor to test your knowledge of the film and the language

FULL-LENGTH FILM
Enjoy 107 minutes of action, thrills and suspense with one of the UK's best dramas

SUCCESS
EuroTalk is behind its products and shows its dedication to this exceptional new product range with marketing and PR activities in the national and the specialist press.

COMING SOON...

FRENCH: *"Au Cœur de la Loi"*
ITALIAN: *"Mio Padre è Innocente"*
GERMAN: *"Ein Fall für Zwei"*
SPANISH: *"Querido Maestro"*

DISTRIBUTED IN UK BY:
Jack Of All Games
2 Chartmoor Road
Leighton Buzzard
Bedfordshire
LU7 8WG
Tel: 01525 244222

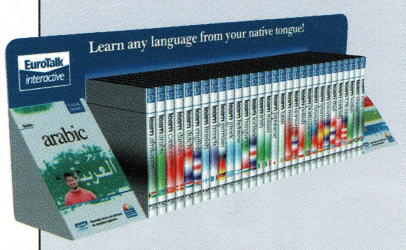
RELEASED 18th FEBRUARY

DVD ROM

EuroTalk interactive 315–317 New Kings Road, London SW6 4RF tel 0207 371 7711 fax 0207 371 7781

www.eurotalk.co.uk

Win A Display



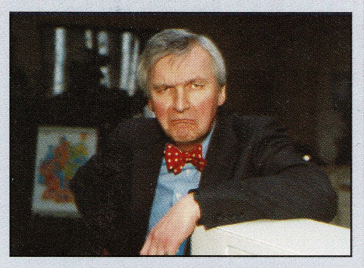
Eurotalk has enjoyed great success with its Talk Now range of products and is showcasing its Advanced English DVD software at Milia this year.

MCV has a display rack complete with 25 Talk Now! language products worth £700. To be in with a chance of winning this handy prize just answer the following question then email us at mcvproduct@hotmail.com Don't forget your postal address.

What do French people talk?

A. Gibberish
B. Rubbish
C. French

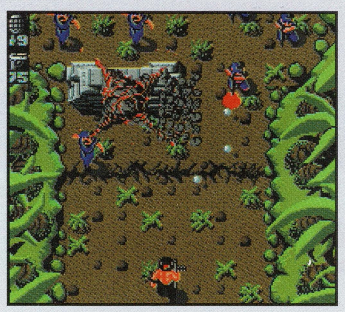
Hidden Camera



Is the normally chipper Gameplay boss Mark Strachan depressed at the thought of Electronics Boutique finally taking online retailing seriously? Has the City fallen out of love with dot com companies? Nah, someone's just reminded him of the last days of Domark. It was nothing to smile about.

Hall Of Fame

Ikari Warriors



Released: 1986
Developer: SNK
Publisher: Elite
Format: Arcade/Various

Credentials: Ostensibly a clone of Capcom's Commando, Ikari Warriors was the game that put SNK on the map. Starring two Rambo types who yomped up screen killing anything in their path, it even allowed players to jump in a tank for larger scale destruction.

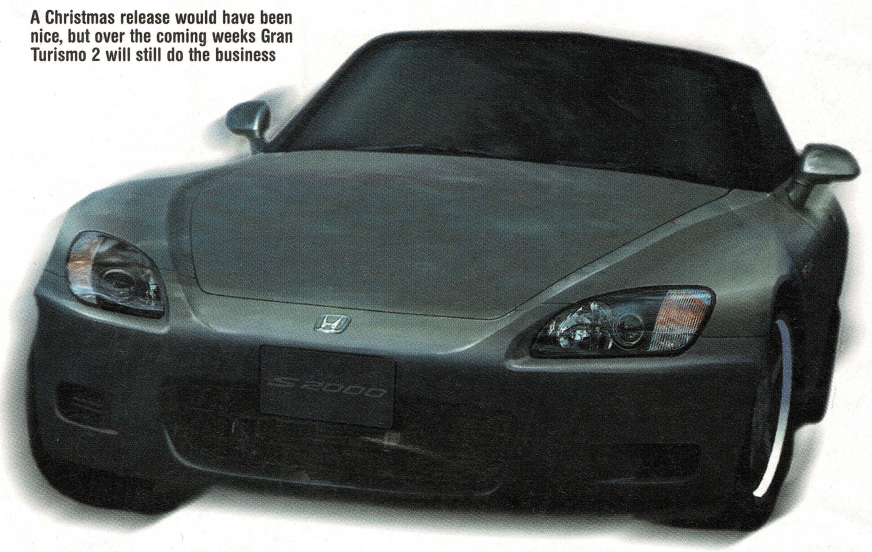
What happened next: Elite milked the franchise on various formats before its fortunes faded in the 1990s. SNK continues to milk its arcade heritage for the popular Neo Geo Colour Pocket – including a forthcoming handheld return for Ikari Warriors.

Not fully up to date with current industry lingo and market trends? Worry not, for Bluffer's Guide is here to help you through those long silences in your next big meeting...

Bluffer's Guide

No.70 GT2

A Christmas release would have been nice, but over the coming weeks Gran Turismo 2 will still do the business



Oh no. We've only just got rid of GT1 thanks to Infogrames buying and burying it - well, the brand at least. Why would anyone want to start up another US giant that can't decide if it's a publisher or distributor?
Not GT the publisher, GT the game. GT as in Gran Turismo.

Gran Turismo? Sounds like a big Italian pudding.
Gran Turismo is no trifle. It's one of the biggest games ever released on PlayStation. Since launch in 1998 it's clocked up sales of well over seven million units around the world.

Phew. Impressive stuff.
Especially for an original game.

Original? It's a racing game, isn't it? Hardly a major concept breakthrough.
It's not just a racing game, you know. Gran Turismo is the greatest racing game ever made. Or at least it was.

Was?
Until today, the day that Gran Turismo 2, the PlayStation game of 1999, hits the street.

Er....
I know, the game of '99 has become the game of January 2000, despite Sony promising as late as October that it would "definitely" make Christmas. Apparently the developers just didn't know when to stop tweaking. In the end Sony's accounts boys had to hire a goon squad to drag the obsessive biffs away from their keyboards. Thankfully GT2's the sort of game that's more or less slippage proof. It would race to number one at any time of the year - the original came out in the never particularly merry month of May.

But haven't driving game sequels proved problematic in the last year or so. V-Rally 2 and GTA2 both disappointed, didn't they?
A bit. But GT2 will buck the trend. The press has already pronounced it perfect. A £1million marketing budget can't hurt either.

So, the year starts here.
Pretty much. Great game, huge hit, exclusive to PlayStation, no worries. And you know what, in nine months time we'll look back and wonder, rather like Gladys Knight once did, if life could ever have been so simple. ▮

MCV Newsflash. This online service is available to all 9,100 readers of the printed edition. For free membership send your email address to lisa.foster@mcvuk.com

MCV is the official sponsor of ECTS, the premier European trade show running from September 3rd-5th 2000 at Olympia, London.

MCV is official media sponsor of the Electronic Entertainment Expo. The next event will take place in Los Angeles from May 11th-13th 2000.

MCV CONTACTS

Editor: Stuart Dinsey
Stuart.Dinsey@mcvuk.com
Deputy Editor: Lisa Foster
Lisa.Foster@mcvuk.com
Senior Staff Writer: Steve Merrett
Steve.Merrett@mcvuk.com
Staff Writer: George Kotsiofides
George.Kotsiofides@mcvuk.com
Publishing Assistant: Matt Camp
Matt.Camp@mcvuk.com
Contributing Editor: Dave Roberts
Dave.Roberts@idnet.co.uk

Sales Director: Alexandra Jarvis
Alex.Jarvis@mcvuk.com
Sales Executive: Richard Cross
Richard.Cross@mcvuk.com
Circulation & Marketing: Hannah Short
Hannah.Short@mcvuk.com
Design: Stuart Moody
Stuart.Moody@mcvuk.com
Development Editor: Owain Bennallack
Owain.Bennallack@virgin.net
Photography: Nic Cooper

Contributors: Tim Green, Christoph Holowaty, Andy Hutchinson, Chris Ratcliff, Mike Anderiesz, Derek De La Fuente, Mike Wheeler-Wyatt, Julian Ireland, Mike Sabine, Christian Svensson, David Gibbon, Warren Harrod

MCV World Network: Australia: Sam Stewart **Benelux:** Harry Van Horen **Central Europe:** Nick Pendrell **France:** Romain Poirot-Lellig **Italy:** Riccardo Albini **Japan:** Saori Morishige **Scandinavia:** Eric Franzen

Managing Director: Stuart Dinsey
01992 535688 Stuart.Dinsey@mcvuk.com
Finance Director: Hilary Cole
Finance Manager: Susan Wall

No part of this publication may be reproduced without the written permission of MCV Media UK Limited. Copyright 1999.

International Subscriptions

MCV is free to all UK readers but, due to increased demand, a subscription fee is now being charged to international readers to cover postage costs.

International subscription
Europe £150
Rest of World £250

This charge applies per subscription and covers airmail despatch of 50 issues.

To order your international subscription via Visa, Mastercard, Switch or Delta contact **Hannah Short** on 01992 535647 or MCV_subs@hotmail.com

Circulation

This is the UK edition of MCV. We publish every Friday. According to an official ABC audit for our April 15th edition, our total net circulation is 8,397. If your address details are in any way incorrect or you know someone who would like their own copy, please contact **MCV_subs@hotmail.com**

MCV MEDIA
COMPUTEC MEDIA AG

MCV Media UK Limited is a subsidiary of Computec Media AG

Printed by The Magazine Printing Company, Mollison Avenue, Enfield EN3 7NT

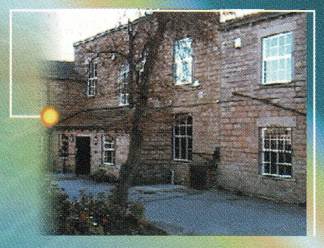
MCV Media UK Limited St.Andrew House 46-48 St.Andrew Street, Hertford, Herts, SG14 1JA
Fax: 01992 535648 **Circulation:** 8,397* *ABC-verified

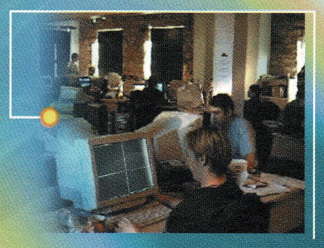
MCV USA Christian Svensson Tel: +1 415 865 5200 csvensson@mcvusa.com. A daily online product, called MCV Now, will be launched next month.

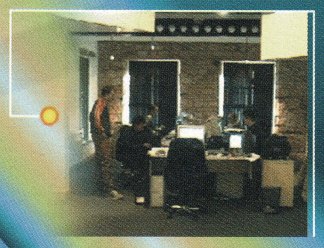
MCV Germany Christoph Holowaty Tel: +49 911 2872 145 choloway@pcgames.de. German edition published every Friday **Circulation:** 14,000

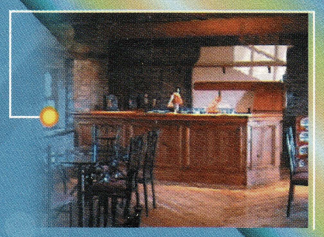
☎ Editorial: 01992 535646 **☎ Advertising:** 01992 535647 **Fax:** 01992 535648

RUNE·CRAFT









As part of our continuing expansion in our existing DEWSBURY studio and new GLASGOW studio, we are looking to recruit additional talented individuals.

A well structured Company, incorporated in April 1997, with a strong management infrastructure we currently employ 70 in-house personnel working on major projects for 2000, 2001 and beyond.

We offer

- EXCELLENT SALARIES
- COMPANY PENSION SCHEME
- PRIVATE MEDICAL CARE
- FULLY PAID OVERTIME

We are currently looking for

- EXPERIENCED CONSOLE PROGRAMMERS
  All platforms
- EXPERIENCED PRODUCER
- FINANCIAL DIRECTOR

Contact

E-Mail Jobs@runecraft.co.uk

Send your CV

WWW.RuneCraft.co.uk
(Under Construction)

RUNE·CRAFT
RuneCraft Limited,
The Old Eightlands Well,
Eightlands Road,
Dewsbury,
West Yorkshire
WF13 2PF

Tel: 01924 500817
Fax: 01924 500898

All copyrights, registered trademarks, trade names and brand names are acknowledged as belonging to their respective owners.
All images are copyright of original owners.

PlayStation

EAGLE ONE

HARRIER ATTACK

TOTAL PlayStation - 87%

extreme PlayStation - 84%

- **25 explosive missions - Including Convoy ambush, Air to air battles, Rescue missions and many more.**
- **Totally Immersive one player mode plus adrenaline pumped two player co-operative and competitive options.**
- **Trade support including Lifestyle and non-specialist PR campaigns, Covermount demo and instore promo disks.**

INFOGRAMES

© INFOGRAMES 1999. Published by INFOGRAMES. Developed by GLASS GHOST. "PlayStation" and "PlayStation" are registered trademarks of Sony Computer Entertainment Inc.